

SALES SKILLS SIMULATION ASSESSMENT

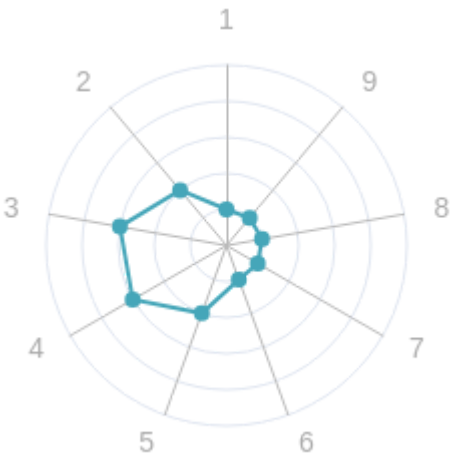


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Email:

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Report date: Oct 4, 2025, 10:33 AM EDT



Assessment Criteria

- 1. Opening the Conversation - 2/5 pts
- 2. Active Listening - 2/5 pts
- 3. Probing Questions - 3/5 pts
- 4. Product Rec - 3/5 pts
- 5. Handling Objections - 2/5 pts
- 6. Cross-Selling - 1/5 pts
- 7. Up-Selling - 1/5 pts
- 8. Offers & Promotions - 1/5 pts
- 9. Closing Tactics - 1/5 pts

Summary

The trainee showed some effort in understanding the customer's needs but lacked in key areas such as greeting, active listening, and closing tactics. They missed opportunities for cross-selling, upselling, and leveraging promotions.

Recommendation

1. Always introduce yourself and thank the customer for contacting Samsung. 2. Paraphrase the customer's needs to show understanding. 3. Make cross-selling and upselling attempts when appropriate. 4. Mention current offers and promotions. 5. Summarize key points and ask for the sale to close the deal effectively.

Details Assessment Overview

This assessment is based on an analysis of your discussion logs, evaluating your conversation against specific criteria

1. Opening the Conversation - 1/ pts

CRITERIA DEFINITION

4 points - The Agent introduced themselves and thanked the customer for contacting Samsung, and responded promptly to their question or opening statement the customer already provided. 3 points - The Agent promptly greeted the customer and thanked them for contacting Samsung. 2 points - The Agent greeted the customer, but there was a delay in their response. 1 point - The Agent did NOT greet the customer.

LEARNER EVALUATION

The trainee did not introduce themselves or thank the customer for contacting Samsung. They simply asked, 'Hi, what can I help you with?' This lacks the warmth and professionalism expected in a customer service interaction.

2. Active Listening - 2/ pts

CRITERIA DEFINITION

4 points - The Agent identified all of the context clues or the need-to-know information given from the customer (ex: pain point or requirements) and properly paraphrased the important information back to the customer as needed. 3 points - The Agent identified all of the context clues or the need-to-know information given from the customer (ex: pain point or requirements), but not all of them and paraphrased some of the important information back to the customer as needed. 2 points - The Agent identified at least one context clue or the need-to-know information given from the customer (ex: pain point or requirements), but not all of them and did NOT show any attempt to paraphrase the important information back to the customer as needed. 1 point - The Agent did NOT identify any context clues or the need-to-know information given from the customer (ex: pain point or requirements) and did NOT show any attempt to paraphrase the information back to the customer as needed.

LEARNER EVALUATION

The trainee identified some of the customer's needs, such as the requirement for a bright display and interest in movies and gaming. However, they did not paraphrase or summarize the customer's needs effectively to show they fully understood.

3. Probing Questions - 3/ pts

CRITERIA DEFINITION

4 points - The Agent asked at least three relevant, open-ended probing questions to better understand the customer, and asked appropriate clarifying questions to align with the customer about their needs. Open-ended probing questions start with word or statements like: "What," "Why," "How," "Please tell me" & "Tell me." 3 points - The Agent asked one relevant, open-ended probing question to better understand the customer, but there was an opportunity to ask more, and asked appropriate clarifying questions to align with the customer about their needs. 2 points - The Agent did NOT ask any relevant, open-ended probing questions, only closed-ended probing questions and did NOT ask any appropriate clarifying questions to align with the customer about their needs. 1 point - The Agent did NOT ask the customer any probing questions (open-ended or closed-ended), and did NOT ask any clarifying questions to make sure the customer was aligned.

LEARNER EVALUATION

The trainee asked several probing questions about the customer's viewing habits and room setup. However, they missed opportunities to ask more open-ended questions to gain a deeper understanding of the customer's needs.

4. Product Rec - 3/ pts

CRITERIA DEFINITION

4 points - The Agent recommended the appropriate model to the customer after clearly demonstrating active listening, and explained how the product's features benefit the customer's situation, reflecting expert product knowledge. 3 points - The Agent recommended a model to the customer without demonstrating active listening, and explained the product's features, reflecting expert product knowledge, but did NOT tie in how they benefit the customer. 2 points - The Agent recommended a model to the customer without demonstrating active listening and did NOT tie in feature's & benefits to the customer's situation. 1 point - The Agent did NOT recommend a model to the customer in a chat where the customer did not already have an appropriate model chosen.

LEARNER EVALUATION

The trainee recommended the Samsung OLED line, highlighting its brightness and AI upscaling features. However, they did not tie these features back to the customer's specific needs, such as the bright room and diverse viewing habits.

5. Handling Objections - 2/ pts

CRITERIA DEFINITION

4 points - The Agent handled all of the objections or concerns presented by providing additional resources or solutions. Where an issue could not be solved, the Agent explained the reasoning and provided a similar alternative solution to meet the customer's needs. 3 points - The Agent handled all of the objections or concerns presented by providing additional resources or solutions. Where an issue could not be solved, the Agent explained the reasoning and provided an alternative solution, but was NOT relevant to the customer's needs. 2 points- The Agent handled some of the objections or concerns presented by providing additional resources or solutions, but did NOT address all of them. Where an issue could not be solved, the Agent explained the reasoning and provided an alternative solution, but was NOT relevant to the customer's needs. 1 point - The Agent did NOT handle or address any of the customer's presented objections or concerns. Where an issue could not be solved, the Agent did NOT explain the reasoning and did NOT provide an alternative solution.

LEARNER EVALUATION

The trainee did not handle any objections as the customer did not present any. However, the trainee should be prepared to address potential concerns proactively.

6. Cross-Selling - 1/ pts

CRITERIA DEFINITION

4 points - The Agent makes a cross-selling attempt during the appropriate time, which is after the primary product has been agreed upon by both parties. The additional product and/or service being recommended is relevant to the customer's situation. During the cross-selling pitch, the Agent explains how the features & promotions of the product and/or service better meet the customer's needs, enhancing their experience or solving a pain point (include promotions when active). 3 points - The Agent makes a cross-selling attempt during the chat interaction, but is NOT during the appropriate time. The additional product and/or service being recommended is relevant to the customer's situation. During the cross-selling pitch, the Agent lists out the features & promotions of the additional product and/or service, but does NOT explain how they benefit the customer, better meeting their needs (include promotions when active). 2 points - The Agent makes a cross-selling attempt during the chat interaction, but it is NOT during the appropriate time. The additional product and/or service being recommended is NOT relevant to the customer's situation. During the cross-selling pitch, the Agent does NOT provide an explanation as to why the customer should consider purchasing an additional product and/or service (include promotions when active). 1 point - The Agent does NOT make a cross-selling attempt during the chat interaction with the customer when applicable.

LEARNER EVALUATION

The trainee did not make any cross-selling attempts during the interaction. They missed an opportunity to suggest complementary products like soundbars or accessories that could enhance the customer's experience.

7. Up-Selling - 1/ pts

CRITERIA DEFINITION

4 points - If an upselling opportunity does not arise during the customer interaction (e.g., the initial product fully meets the customer's needs or the customer is uninterested in alternatives), the Agent is automatically awarded 4 points. When an upselling opportunity is present: -The Agent makes an upselling attempt, recognizing that the initial product the customer was originally interested in may not fully meet their needs. -The premium model being recommended is clearly relevant to the customer's situation. -During the upselling attempt, the Agent clearly explains how the unique or advanced features of the premium model align better with the customer's requirements. -If active promotions apply to the recommended model, the Agent includes relevant details to entice the customer. 3 points - When an upselling opportunity is present: -The Agent makes an upselling attempt, recognizing that the initial product the customer was originally interested in may not fully meet their needs. -The premium model being recommended is relevant to the customer's situation. -The Agent lists the unique features of the premium model but does NOT explain how they align with the customer's requirements. -If active promotions apply to the recommended model, the Agent does NOT mention them during the interaction. 2 points - When an upselling opportunity is present: -The Agent makes an upselling attempt, recognizing that the initial product the customer was originally interested in may not fully meet their needs. -The premium model being recommended is NOT relevant to the customer's situation. -The Agent does NOT list or explain the unique features of the premium model, resulting in a disconnect between the recommendation and the customer's needs. -If active promotions apply to the recommended model, the Agent does NOT mention them. 1 point - When an upselling opportunity is present: -The Agent does NOT make an upselling attempt during the interaction.

LEARNER EVALUATION

The trainee did not attempt to upsell a higher-end model or additional features that might better meet the customer's needs. They should consider suggesting premium models or bundles when appropriate.

8. Offers & Promotions - 1/ pts

CRITERIA DEFINITION

4 points - The Agent leverages multiple current, relevant samsung.com exclusive offers/promotions during the chat interaction to provide reasons for a customer to purchase from Samsung's website regarding the product and/or service being discussed. When applicable, the Agent does utilize a relevant ePro exclusive coupon as a last resort to make the customer want to purchase (not to be used all of the time). 3 points - The Agent leverages one current, relevant samsung.com exclusive offer/promotion during the chat interaction to provide reasons for a customer to purchase from Samsung's website regarding the product and/or service being discussed. When applicable, the Agent does utilize a relevant ePro exclusive coupon as a last resort to make the customer want to purchase (not to be used all of the time). 2 points - The Agent leverages one current, relevant samsung.com exclusive offer/promotion during the chat interaction to provide reasons for a customer to purchase from Samsung's website regarding the product and/or service being discussed. The Agent does NOT properly use an ePro exclusive coupon as a last resort, relying too heavily on it to close the sale (not to be used all of the time). 1 point - The Agent does NOT leverage samsung.com exclusive offers/relevant promotions during the chat interaction, not giving the customer reasons to purchase from Samsung's website regarding the product and/or service being discussed. The Agent does NOT properly use an ePro exclusive coupon as a last resort, relying too heavily on it to close the sale (not to be used all of the time).

LEARNER EVALUATION

The trainee did not mention any current offers or promotions that could incentivize the customer to make a purchase. Leveraging promotions can be a powerful tool to close sales.

9. Closing Tactics - 1/ pts

CRITERIA DEFINITION

4 points - The Agent proactively builds a cart for the customer throughout the interaction. Towards the end of the sales interaction, the Agent summarizes the key points addressing the customer's needs. Then, the Agent asks for the sale, including sending the customer a checkout link. If the sale does not close, the Agent snoozes the conversation to allow the customer to return at a later date. Lastly, the Agent offers further assistance if the customer needs additional support with purchasing Samsung products in the future.

3 points - The Agent builds a cart for the customer at the end of the conversation instead of throughout the interaction. Toward the end of the sales interaction, the Agent does NOT summarize the key points addressing the customer's needs. The Agent asks for the sale, including sending the customer a checkout link. If the sale does not close, the Agent snoozes the conversation to allow the customer to return at a later date. Lastly, the Agent offers further assistance if the customer needs additional support with purchasing Samsung products in the future.

2 point - The Agent builds a cart for the customer at the end of the conversation instead of throughout the interaction. Towards the end of the sales interaction, the Agent does NOT summarize the key points addressing the customer's needs. The Agent does NOT ask for the sale, including NOT sending a checkout link to the customer. If the sale does not close, the Agent snoozes the conversation to allow the customer to return at a later date. Lastly, the Agent offers further assistance if the customer needs additional support with purchasing Samsung products in the future.

1 point - The Agent does NOT build a cart for the customer throughout the entire interaction. Towards the end of the sales interaction, the Agent does NOT summarize the key points addressing the customer's needs. The Agent does NOT ask for the sale, including NOT sending a checkout link to the customer. If the sale does not close, the Agent does NOT snooze the conversation, preventing the customer the ability to return at a later date. Lastly, the Agent does NOT offer further assistance for if the customer needs additional support with purchasing Samsung products in the future.

LEARNER EVALUATION

The trainee did not build a cart, summarize key points, or ask for the sale. They also did not offer further assistance or provide a checkout link, missing critical steps in closing the deal.

Discussion Logs

This is a transcript of the conversation you had with the character in Wonda

Human Trainee: Hi, what can I help you with?

AI Character: Hi there! I'm looking to explore some options for a new TV. I need something with a bright screen for my living room, which is filled with windows. Can you help me find the right one?

Human Trainee: We offer a wide variety of options. What kind of things do you and your family like to watch? Can you tell me more more about the room you will be using it in?

AI Character: We enjoy watching a mix of movies, sports, and some gaming. The room is quite bright during the day due to large windows, so a TV with a bright display would be ideal. It's a spacious living room, and we often have friends over for movie nights. Any suggestions?

Human Trainee: What kind of films do you like to watch? Do you like to watch old movies classics or modern 4K films?

AI Character: We love a mix of both! Classic films have a special charm, but we also enjoy the stunning visuals of modern 4K films. It's great to have a TV that can do justice to both types of movies. What would you recommend for that?

Human Trainee: Tell me more about your viewing habits? What other things do you like to watch?

AI Character: Besides movies, we enjoy watching sports, especially during big events. We also like to binge-watch series on streaming platforms and occasionally play video games. Having a TV that enhances these experiences would be fantastic. Any thoughts on what might suit us best?

Human Trainee: The Samsung OLED line up is extremely bright so they can be seen clearly in bright rooms with lots of windows. It is also one of the clearest 4K TVs on the market so it will make you movie nights awesome! It will even make the classics look great with its cutting edge AI upscaling.

AI Character: That sounds fantastic! The brightness and AI upscaling features are exactly what I need for our living room. Can you tell me more about the specific models available and any current promotions?