

FIELD ACCOMPANIMENT

Competency /Focus Area	Description	Unacceptable	1	2	3	4	5	Comments
		Improvable	On Target	Commendable	Superior			
1. Prior planning, preparation. Setting objective	Conducts good quality preparation & sets a clear objective prior to meeting							
2. Introduction and outline of meeting	Conducts a professional introduction, clarify the purpose of the meeting and gains client buy in							
3. Rapport and motivation of client	Builds strong rapport with the client early on & maintains client motivation							
4. Open questions	Uses early in the meeting to gain understanding of client requirements							
5. Leading questions	Uses high quality leading questions to probe the client's requirements							
6. Closed questions	Does not use closed questions to early in call but use to confirm client needs							
7. Funnel technique	Evidence of guiding the flow and maintaining control during conversation							
8. Listening skills	Uses and indicates skills and acts upon all data gained							
9. Identification of Client requirement	Identify a comprehensive understanding of client needs.							
10. Body language & mirroring	Maintain client motivation. Mirrors & observes client body language							
11. Presenting Solutions	Relates to client needs and presents features using benefits (IMPACT)							
12. Cross Sell	Promote & recommend other IHG hotels							
13. Product Knowledge	Demonstration knowledge of programmes & services							
14. Objection Handling	Identifies objections offer responses to overcome.							
15. Gaining commitment	Uses effective skills and techniques help close							
16. Impact and influence	Promotes ideas; shapes the opinions of others and overcomes resistance							
17. Summarising (safety net question)	Clarify & agree points discussed. Use safety net "Is there anything else?"							
18. Conclusion/ Follow Up	Professional, summary, agree & clarified next steps							
19. Account Penetration	Obtain other business, contacts, new opportunities							
20. Customer focus	Builds and maintains an effective relationship understands & anticipates their needs. Exceed expectations							

Sales Person Signed & Dated:
Assessor Signed & Dated:

Total Score: (Max. 100 points = 100%)

