**Sales Customer Evaluation Form**

**Customer Details**

* **Customer Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Contact Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Sales Representative Information**

* **Name of Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
* **Date of Interaction: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Customer Feedback**

| **Aspect Evaluated** | **Criteria** | **Rating (1-5)** | **Comments** |
| --- | --- | --- | --- |
| **Communication Skills** | **Clarity and professionalism** |  |  |
| **Responsiveness** | **Timeliness in addressing concerns** |  |  |
| **Product Knowledge** | **Ability to explain product benefits** |  |  |
| **Follow-Up** | **Ensured follow-up and resolution of issues** |  |  |

**Additional Feedback  
What did you like most about the interaction?**

**What areas can be improved?**

**Customer Signature  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**