

## Credibility Evaluation

**If your prospects are doing any of the following, check your credibility:**

- Calling in and complaining
- Needing references
- Failing to give you their repeat business
- Not returning calls
- Exhibiting no loyalty
- Canceling appointments

**How would your prospects rate your credibility?**

How is your product knowledge perceived?

1	2	3	4	5	6	7	8	9	10	
Rookie					Average					Expert

How is your preparation perceived?

1	2	3	4	5	6	7	8	9	10	
Choppy					Rehearsed					Polished

How is your expertise perceived?

1	2	3	4	5	6	7	8	9	10	
Inexperienced					Average					Expert

How does your audience rate your competence?

1	2	3	4	5	6	7	8	9	10	
Below average					Average					Above average

Is your appearance professional, polished and what your audience expects?

1	2	3	4	5	6	7	8	9	10	
Sloppy					Average					Professional

How does your audience rate your professional skills?

1	2	3	4	5	6	7	8	9	10	
Below average					Average					Above average

Do you maintain good eye contact?

1	2	3	4	5	6	7	8	9	10	
Never					Sometimes					Always

How often do you borrow the credibility from other people?

1	2	3	4	5	6	7	8	9	10	
Never					Sometimes					Always

Does your prospect perceive your dislike for the competition?

1	2	3	4	5	6	7	8	9	10	
Seldom					Occasionally					Constantly

Does your audience believe your outside facts, statistics, figures or studies?

1	2	3	4	5	6	7	8	9	10	
Don't use					Sometimes					Always

100-90 Excellent    89-80 Good    79-70 Fair    69-60 Needs work    59-50 Let's fix it