

## Zone Evaluation

<b>Caller Name:</b> _____	<b>Station Number:</b> _____	<b>Date:</b> _____	<b>Supervisor Name:</b> _____
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	Rating	Comments
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### Introduction

Sounds Enthusiastic	1 2 3 4 5	
Asks for Prospect by last name	1 2 3 4 5	
Introduces Self and Program	1 2 3 4 5	
Updates Mailing Address	1 2 3 4 5	
Updates Business Information	1 2 3 4 5	
Updates Spouse Business Information	1 2 3 4 5	
Updates E-Mail	1 2 3 4 5	
Asks for Cell Phone	1 2 3 4 5	

### Rapport

Smooth Transition	1 2 3 4 5	
Asks Open-Ended Questions	1 2 3 4 5	
Updates Campus	1 2 3 4 5	
Sounds Relaxed and Conversational	1 2 3 4 5	

### Description of the Fund

Smooth Transition	1 2 3 4 5	
Talks with prospect, not at prospect	1 2 3 4 5	
Does not sound scripted	1 2 3 4 5	
Enthusiastic	1 2 3 4 5	

### Ask(s)

Smooth Transition	1 2 3 4 5	
Specific and Confident First Ask	1 2 3 4 5	
Handles Objections	1 2 3 4 5	
Give Additional Reason	1 2 3 4 5	
Specific and Confident Second Ask	1 2 3 4 5	
Give Additional Reason	1 2 3 4 5	
Specific and Confident Third Ask	1 2 3 4 5	
Explains Vote of Confidence	1 2 3 4 5	
Specific and Confident Fourth Ask	1 2 3 4 5	

### Close

Immediately Thanks Prospect	1 2 3 4 5	
Asks for Credit Card	1 2 3 4 5	
Uses Credit Card Objection Response	1 2 3 4 5	
Informs Prospect of Matching Gift	1 2 3 4 5	
Confirms Amount and Designation	1 2 3 4 5	
Uses the word "commitment" 3 times	1 2 3 4 5	
Reminds Prospect to Fulfill Pledge	1 2 3 4 5	
Sincerely Thanks Prospect	1 2 3 4 5	

### Overall Comments

<b>Call Grade:</b> _____	<b>Caller Signature:</b> _____	<b>Supervisor Initials:</b> _____
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