

the art of
First
IMPRESSIONS
 Call Evaluation

Checklist

<u>Element</u>	<u>Rating*</u>	<u>Comments</u>
• Greeting/Introduction		
○ Introduce Practice	_____	_____

○ Give Name	_____	_____

○ Get Name	_____	_____

• Rapport	_____	_____

• Empathy	_____	_____

• Enthusiasm	_____	_____

• Use/Quality of On-Hold Message System	_____	_____

• Outgoing Message	_____	_____

• Questioning	_____	_____

*1 Excellent 2 - Good 3 - Fair 4 - Poor N.A. - Not Applicable

