

# AREAS FOR IMPROVEMENT

*In this area is a listing of possible limitations without regard to a specific job. Review with Suzanne and cross out those limitations that do not apply. Highlight 1 to 3 limitations that are hindering her performance and develop an action plan to eliminate or reduce this hindrance.*

Suzanne has a tendency to:

- Not display a sense of urgency when pressured for results.
- Give a false sense of compliance to superiors because she fights passively and you do not know she is in disagreement.
- Take criticism of her work as a personal affront.
- Spend too much time servicing and not selling.
- Be family-oriented--may resist overnight traveling.
- Not be as forceful in closing as the situation may call for.
- Confuse loyalty with performance, especially if her loyalty is rewarded.
- Not respond to objections with a projected confidence that meets buyer's expectations.