

Client Presentation Analysis Checklist

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Rankings: E = Excellent, VG = Very Good, G = Good, F = Fair

Criteria	E	VG	G	F
Monroe's Motivated Sequence				
Effective Monroe's Attention Step				
Ineffective Monroe's Attention Step				
Missing Monroe's Attention Step				
Effective Monroe's Need Step				
Ineffective Monroe's Need Step				
Missing Monroe's Need Step				
Effective Monroe's Satisfaction Step				
Ineffective Monroe's Satisfaction Step				
Missing Monroe's Satisfaction Step				
Effective Monroe's Visualization Step				
Ineffective Monroe's Visualization Step				
Missing Monroe's Visualization Step				
Effective Monroe's Action Step				
Ineffective Monroe's Action Step				
Missing Monroe's Action Step				
Monroe's Pattern Followed Well				
Monroe's Pattern Not Followed Well				