S.T.R.E.E.T. SMART - SALES FIELD SCORECARD

Ortho Sports Med Device Sales Rep STREET Smart Readiness Grade

Skalski Growth Partners
6 Proven Principles STREET Smart Framework

Representative / Agency: _____ **Evaluator:** _____ **Date:** _____

RATING SCALE (1 to 5): **1:** Rarely / Never **2:** Inconsistent **3:** Competent **4:** Highly Disciplined **5:** S.T.R.E.E.T. Smart Master

Principle & Focus	Diagnostic Evaluation Criteria	Rep Assess Self-score (1-5)	Mgr Assess Manager score (1-5)
S 1. SITUATIONAL INTELLIGENCE		**Subtotal ____/10**	**Subtotal ____/10**
Pre-Call OR Mapping	Rep thoroughly maps surgeon preferences, Residency? Fellowship? Procedure bias? Hospital politics, any publications? staff dynamics before stepping into the sales call or surgical suite	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
Account Context	Rep identifies competitive rep & account landscape, current instrument / device preferences, and specific surgeon pain points prior to the call.	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
T 2. TACTICAL TRUST BUILDING		**Subtotal ____/10**	**Subtotal ____/10**
Clinical Reliability | Authentic Rapport	Rep flawless case setup, procedure fluency. Rep shows "confident vulnerability" - "Flip the Script" by asking surgeon to elaborate on HIS publication - to build authentic rapport	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
Gatekeeper Rapport	Rep actively builds strategic authentic relationships with O.R. Director, scrub techs, materials management, OR staff Residents - not just surgeons. Reads the room effectively	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
R 3. RESPECTFUL CHALLENGE QUESTION		**Subtotal ____/10**	**Subtotal ____/10**
Diagnostic Questioning	Rep reads room w surgeon - asks targeted, high-value questions in alternate of choice format- that prompt surgeons to reveal dissatisfaction with current competitive systems	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
Active Listening	Rep resists pitch impulses, listening deeply to uncover underlying surgical preferences and procedural friction pain points for elaboration before reply w align solution	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
E 4. EVIDENCE-BASED EMPATHY		**Subtotal ____/10**	**Subtotal ____/10**
Clinical Data Alignment	Rep bridges peer-reviewed clinical evidence and surgeon's publications with the surgeon aligning clinical priorities, patient outcomes and surgical challenges beyond sales reply	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
Objection Handling	Rep validates surgeon skepticism empathetically before re-framing with objective clinical data and case studies	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
E 5. EDUCATING TO EARN THE ASK		**Subtotal ____/10**	**Subtotal ____/10**
Procedural Positioning	Rep positions product innovations around procedural efficiency, OR speed, and risk reduction rather than feature dumping and pricing margins	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
Peer Benchmarking	Rep effectively shares how other leading surgeons / accounts utilize the system to overcome complex case challenge and reducing episode of care cost	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
T 6. TARGETED ADVANCE		**Subtotal ____/10**	**Subtotal ____/10**
Firm Trial Commitments	Rep secures concrete, date-bound timeline, surgical trial evaluations rather than accepting vague "send me info" brush-offs.	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5
Evaluation Execution	Rep manages trial logistics, staff training, and post-case follow-up to transition evaluations into routine reliable case adoption - follows up personal note beyond group email	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5	☐ ☐ ☐ ☐ ☐ 1 2 3 4 5

Rep and Manager score independently, then compare. Any criterion with a gap of 2+ points is a priority coaching conversation.

OVERALL SCORE (OUT OF 60 POINTS)

REP ASSESS	MGR ASSESS	GAP
/ 60	/ 60	Rep − Mgr

12 – 29	**Feature Vendor Trap:** High risk of price resistance, long sales cycles, and dropped trial cases.
30 – 47	**Inconsistent Competitor:** Solid OR presence but loses high-stakes competitive surgeon conversions.
48 – 60	**S.T.R.E.E.T. Smart Master:** Elite field execution driving high-margin, repeatable surgeon adoption.

Schedule a Free Team Scorecard Review with Ron Skalski | www.skalskigp.com
Review your team's field execution gaps and receive a tailored 90-day coaching plan.

BOOK REVIEW SESSION