To effectively select the best Large Language Model (LLM) for your specific sales and marketing objectives, use the evaluation grid below. Begin by clearly defining one of your high-impact tasks. Then, for each LLM you test for that task, assess its performance against the listed criteria by filling in scores or notes for each model. This structured approach will help you compare models directly based on output quality, task fit, and the crucial E-E-A-T principles (Experience, Expertise, Authoritativeness, and Trustworthiness), guiding you to the most suitable LLM.

LLM Evaluation Grid for Task: _____ *(User fills this in)*

Evaluation Criterion	Model A: [Name] (Score/Notes)	Model B: [Name] (Score/Notes)	Model C: [Name] (Score/Notes)
Core Performance & Task Fit			
1. Output Quality (Accuracy, Clarity, Tone)			
2. Time Saved / Efficiency Gain			
3. Result Improvement (e.g., engagement, conversion)			
4. Ease of Use / Integration Effort			
5. Security (if critical for the task)			
E-E-A-T Assessment			
6. Experience (Practical, real-world insight			

Evaluation Criterion	Model A: [Name] (Score/Notes)	Model B: [Name] (Score/Notes)	Model C: [Name] (Score/Notes)
relevant to the task)			
7. Expertise (Factual accuracy, depth of knowledge for the task)			
8. Authoritativeness (Reliable, credible output, consistency)			
9. Trustworthiness (Data security, low bias, verifiable information)			
Overall Assessment			
Overall Score / Ranking (for this model for this task)			

Final Selection for Task:

- **Chosen Model:** _____
- **Reason for Selection (based on above evaluation):**

  _____

  _____