



2013 National Team Selling Competition



First Round Role Playing Judging Criteria

Sales Team _____ Judge First Name _____

APPROACH / Taking the Lead 10%

- Professional introduction & rapport building
- Salesperson gains prospect's attention
- Demonstrated enthusiasm and confidence
- Asks permission to ask questions

Exceptional 5 4 3 2 1 Weak

IDENTIFICATION OF CLIENT NEEDS 50%

- Confirmed/uncovered relevant facts about company and/or buyer (e.g., decision process, decision criteria, people involved in decision process, etc.)
- Asked effective questions to obtain any missing information
- Effectively clarified needs of the buyer (discovered current problems, goals, etc.)
- Identifies potential issues
- Identifies stakeholder's linked to issues
- Gain agreement to introduce solution

Exceptional 5 4 3 2 1 Weak

INTRODUCTION OF SOLUTION *(Communicates well, product knowledge, presentation of product benefits/solution, visual aids, clear, concise, appropriate non-verbals)* 20%

- Effective verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Product knowledge
- Used appropriate/professional visual aids
- Effectively involved the client in the conversation
- Linked to clients' Needs
- Tests for agreement/ Understanding

Exceptional 5 4 3 2 1 Weak

CONFIRMS NEXT STEPS 20%

- Persuasive in presenting a reason to do business
- Confirms expectations
- Confirms Interest, Link to clients' needs.

Exceptional 5 4 3 2 1 Weak

Comments:



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Final Round Role Playing Judging Criteria

Sales Team _____ Judge First Name _____

APPROACH / Taking the Lead 5%

- Professional introduction & rapport building
- Salesperson gains prospect's attention
- Demonstrated enthusiasm and confidence
- Asks permission to ask questions

Exceptional 5 4 3 2 1 Weak

IDENTIFICATION OF CLIENT NEEDS/CONFIRMATION 10%

- Confirmed/uncovered relevant facts about company and/or buyer (e.g., decision process, decision criteria, people involved in decision process, etc.)
- Asked effective questions to obtain any missing information
- Effectively clarified needs of the buyer (discovered current problems, goals, etc.)
- Gain agreement to present solution

Exceptional 5 4 3 2 1 Weak

PRESENTATION OF SOLUTION (*Communicates well, product knowledge, presentation of product benefits/solution, visual aids, clear, concise, appropriate non-verbals*) 35%

- Effective verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Product knowledge
- Used appropriate/professional visual aids
- Effectively involved the buyer in the conversation
- Linked to Clients Needs
- Tests for agreement/ Understanding
- Clear logical explanation of Steps, Rolls

Exceptional 5 4 3 2 1 Weak

OVERCOMING OBJECTIONS (*Eliminate concerns to prospect's satisfaction*) 30%

- Initially gained better understanding of objection (clarifies or allows buyer to clarify the objection)
- Effectively answered the objection
- Links solution to clients' Needs
- Confirms that the objection is no longer a concern of the client

Exceptional 5 4 3 2 1 Weak

DEVELOPS ACTION PLAN 20%

- Persuasive in presenting a reason to do business
- Clear Actions / Rolls / Responsibilities
- Confirms Commitment, Link to clients' needs.

Exceptional 5 4 3 2 1 Weak

Comments: