



# Sales Competition!

## EVALUATION SCORE SHEET

Student name (salesperson): \_\_\_\_\_  
Sales executive (customer): \_\_\_\_\_

### Time Limit: 15 minutes

Score each category on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated. You may use 10<sup>th</sup> of a point in your scoring (e.g., 4.5, 9.8, etc.). Score each item within each category as either a zero (0) (didn't do), a check (did it), or a plus (+) (did it very well).

**APPROACH (5%)**

**(Objective: effectively gain attention and build rapport)**

- \_\_\_\_\_ Gave a professional introduction
- \_\_\_\_\_ Salesperson gained prospect's attention
- \_\_\_\_\_ Effectively built rapport
- \_\_\_\_\_ Made a smooth transition into needs identification

**NEEDS IDENTIFICATION (25%)**

**(Objective: Obtain a clear understanding of customer's situation in order to customize presentation)**

- \_\_\_\_\_ Uncovered decision process (decision criteria, people involved)
- \_\_\_\_\_ Effectively determined relevant facts about company and/or buyer
- \_\_\_\_\_ Effectively uncovered needs of the buyer (discovered current problems, goals, etc.)
- \_\_\_\_\_ Asked questions that brought to the buyer's attention what happens when problems continue
- \_\_\_\_\_ Identified other opportunities for goods to be sold
- \_\_\_\_\_ Gained pre-commitment to consider the product/service and smooth transition to presentation

**PRODUCT/SERVICE PRESENTATION (25%)**

**(Objective: Persuasively match your product's benefits to meet needs of the buyer)**

- \_\_\_\_\_ Presented benefits-based upon needs of buyer instead of only features of the product/service
- \_\_\_\_\_ Presented a logical, convincing presentation
- \_\_\_\_\_ Used appropriate/professional visual aids
- \_\_\_\_\_ Effectively demonstrated the product
- \_\_\_\_\_ Effectively involved the buyer in the demonstration

**OVERCOMING OBJECTIONS (15%)**

**(Objective: Eliminate concerns or questions to customer's satisfaction)**

- \_\_\_\_\_ Initially gained a better understanding of the objection (clarifies or allows buyer to clarify)
- \_\_\_\_\_ Effectively answered the objection
- \_\_\_\_\_ Confirmed that the objection is no longer a concern of the buyer

**CLOSE (10%)**

**(Objective: Take initiative to understand where you stand with buyer now and for the future)**

- \_\_\_\_\_ Was persuasive in presenting a reason to buy
- \_\_\_\_\_ Asked for business or appropriate commitment from the buyer

**COMMUNICATION SKILLS (15%)**

- \_\_\_\_\_ Effective verbal communication skills (active listening, restated, clarified, probed)
- \_\_\_\_\_ Appropriate non-verbal communication
- \_\_\_\_\_ Verbiage (clear, concise, professional)

**OVERALL (5%)**

- \_\_\_\_\_ Salesperson enthusiasm and confidence
- \_\_\_\_\_ Product knowledge