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 10th 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

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Center for PROFESSIONAL SELLING