



2021 Sales Competition

EVALUATION SCORE SHEET



College of Business
Center for Professional Selling

Student Name (Seller): _____
Sales Executive (Buyer): _____
Sales Executive (Judge): _____
Interview Room #: _____

Time Limit: 15 minutes

Score each category on a 0-10 scale with 10 being the best possible score and 0 being the absence of the evaluated skill or behavior. Provide feedback in the comments section below. Competitors will receive a copy of the score sheets.

5% **APPROACH:** (Objective: Effectively gains attention and builds rapport)

Gave a professional introduction

Salesperson gained prospect's attention

Effectively builds rapport

Made a smooth transition into needs identification

25% **NEEDS IDENTIFICATION:** (Objective: Obtains a clear understanding of buyer's situation in order to prepare a customized presentation)

Uncovers decision process (decision criteria, people involved, steps, timeframe, etc.)

Effectively determines relevant facts and attitudes about the company and/or buyer

Effectively uncovers needs of the buyer (discovered current problems, goals— reasons for change)

Asks questions that brought to the buyer's attention what happens when problems continue

Gains pre-commitment to consider product/service and smooth transition to presentation

25% **PRODUCT/SERVICE PRESENTATION:** (Objective: Persuasively match your product's benefits to meet needs of the buyer)

Presents benefits based upon needs of the buyer instead of only features of the product/service

Presents a logical, convincing presentation

Effectively demonstrated the product

Effectively involves the buyer in the presentation

15% **OVERCOMING OBJECTIONS:** (Objective: Eliminates concerns and addresses questions to buyer's satisfaction)

Initially gains better understanding of the objection (clarifies objection/concern)

Effectively answers the objection

Confirms that the objection is no longer a concern of the buyer

10% **CLOSE:** (Objective: Takes initiative to understand where you stand with the buyer now and in the future)

Persuasive in presenting a reason to buy

Asks for business or appropriate commitment from the buyer

15% **COMMUNICATION SKILLS**

Effective verbal communication skills (active listening, restated, clarified, probed)

Appropriate non-verbal communication (eye contact, posture, gestures, dress)

Verbiage (clear, concise, professional)

5% **OVERALL**

Salesperson enthusiasm and confidence

Knowledge of the product, industry, and business in general

Comments:
