JUDGING SCORESHEET FOR ROLE PLAY ROUND 1– Needs Identification

Student Competitor: _________________________  Judge #: _________________________  Room _____________

Score each item on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated. Use whole numbers only

5% MEETING OPENING (Effectively gains attention and builds rapport)
   ______ Professional introduction
   ______ Effectively builds rapport
   ______ Salesperson explains purpose and goals of the meeting
   ______ Smooth transition into needs identification

Comments__________________________________________________________________________

45% NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of customer’s situation in order to prepare a customized presentation)
   ______ Uncovered decision process (decision criteria, people involved in decision process, potential timing issues)
   ______ Effectively determined relevant facts about company and/or buyer
   ______ Effectively gained a basic understanding of the prospect’s problems and/or challenges
   ______ Explores the effect of the prospect’s problems/challenges (implication) and the gains made if the problem/challenge is overcome (need-playoff)
   ______ Summarizes the problems/issues uncovered, gains a pre-commitment to consider the product/service and smoothly transitions to presentation

Comments__________________________________________________________________________

10% Presentation
   ______ A brief overview of the company and a potential solution to build enough credibility to gain a second appointment to present the solution

Comments__________________________________________________________________________

15% OVERCOMING OBJECTIONS (OBJECTIVE: Eliminate concerns or questions to customer’s satisfaction)
   ______ Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection).
   ______ Effectively answers the objection
   ______ Confirms that the objection is no longer a concern of the buyer

Comments__________________________________________________________________________

10% GAIN COMMITMENT (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)
   ______ Persuasive in presenting a reason to commit to another appointment
   ______ Asked for an appropriate commitment from the buyer, given the nature of this particular sales call.

Comments__________________________________________________________________________

10% COMMUNICATION SKILLS
   ______ Effective verbal speaking skills (appropriate grammar and English, minimum “ums”, “You knows”, etc. and minimized abstract language without explanation: “great,” “super,” “awesome,” etc.)
   ______ Effective listening skills (active listening; restated, rephrased, clarified, probed for better understanding, etc.)
   ______ Appropriate non-verbal communication (gestures, posture, dress).

Comments__________________________________________________________________________

5% LIKABLE AND TRUSTWORTHY
   ______ Clearly knowledgeable/credible about the product, the industry and business in general
   ______ Engaging, pleasant demeanor
   ______ A flowing conversation rather than a scripted role-play

Comments__________________________________________________________________________