JUDGING SCORESHEET FOR ROLE PLAY ROUND 2

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.

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

25% 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

30% PRODUCT/SERVICE PRESENTATION (OBJECTIVE: Persuasively matched product’s benefits to meet needs of the buyer)
- Developed credibility in the company and its ability to deliver a solution
- Convincingly connected the buyer’s needs to the product’s features
- Throughout the presentation focused on the benefits derived from the solution and the value of resolving the uncovered issues versus presenting mostly or only features
- Used appropriate/professional visual aids (testimonials, 3rd party evaluations, computer demonstrations, samples, etc.)
- Effectively involves the buyer in the presentation process
- Effective use of trial closes (follow-up questions to determine acceptance of the value presented and where the buyer is in decision process)

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

10% GAIN COMMITMENT (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)
- Provided persuasive reasons and possible financial justification for buying the product or service
- Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call

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)

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______________________________________________________________
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