



Judging Criteria
National Collegiate
Sales Competition 2005

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. Average each section and multiply by the weighting assigned each section. Add these scores together for the overall score.

5% APPROACH

(Effectively gains attention and builds rapport)

- _____ Professional introduction
- _____ Salesperson gained prospect's attention
- _____ Effectively built rapport
- _____ 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)
- _____ Effectively determined relevant facts about company and/or buyer
- _____ Effectively uncovered needs of the buyer (discovered current problems, goals, etc.)
- _____ Asked effective questions that brought to the buyer's attention what happens to company or the buyer when problems continue (helped convert implied needs to explicit needs)
- _____ Gained pre-commitment (to consider the product/service and smooth transition to presentation)

25% PRODUCT/SERVICE PRESENTATION

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

- _____ Presented benefits based upon needs of buyer instead of only features

- _____ Logical, convincing presentation (displayed a strategy to communicate and persuade; clearly understood needs "hot buttons" of prospect and concentrated on those needs)
- _____ Used appropriate/professional visual aids
- _____ Effectively demonstrated product
- _____ Effectively involved the buyer in the demonstration
- _____ Effective use of trial closes (follow-up questions to determine where buyer is in decision process)

15% OVERCOMING OBJECTIONS

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

- _____ Initially gained better understanding of objection (clarified or allowed buyer to clarify the objection)
- _____ Effectively answered the objection
- _____ Confirmed that the objection is no longer a concern of the buyer

10% CLOSE

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

- _____ Persuasive in presenting a reason to buy
- _____ Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call.

15% COMMUNICATION SKILLS

- _____ Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding.
- _____ Appropriate non-verbal communication
- _____ Verbiage (clear, concise, professional)

5% OVERALL

- _____ Salesperson's enthusiasm and confidence
- _____ Product knowledge