

## ASSESSMENT FORM FOR ROLE PLAY ROUND 2

Salesperson: \_\_\_\_\_ Judge #: \_\_\_\_\_ Judge Room \_\_\_\_\_ Competitor Room \_\_\_\_\_

Please rate each student with a score ranging from 0 to 10—Use whole numbers only!!!

0 (meaning the skill was not shown),

5 (meaning this is what you might expect from a new inexperienced salesperson),

to 10 (meaning the skill level typically demonstrated by an experienced salesperson).

### 5 % **MEETING OPENING (Effectively gains attention and builds rapport)**

\_\_\_\_\_ Professional introduction: (intro self – full name, correctly identify buyer by name, eye contact)

\_\_\_\_\_ Establishes/builds rapport: (raise comfort of prospect; build trust)

\_\_\_\_\_ Salesperson engages prospect: (problem to be solved, possible value/benefit, WIFM-What's in it for me?, etc.)

\_\_\_\_\_ Sets agenda (situation appropriate) and gains commitment to continue: (appropriate transition to Needs ID and is positioned to ask questions/uncover needs)

### 25% **NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of customer's situation in order to prepare a customized presentation)**

\_\_\_\_\_ Uncovers decision process (decision criteria, people involved in decision process, potential timing issues)

\_\_\_\_\_ Reviews uncovered needs from the prior meeting

\_\_\_\_\_ Probes for any additional needs or changes in the situation

\_\_\_\_\_ Explores the implications of those problems/challenges (consequences, costs, missed opportunities, etc.)

\_\_\_\_\_ 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 match product's benefits to meet needs of the buyer)**

\_\_\_\_\_ Develops credibility in the company and its ability to deliver a solution

\_\_\_\_\_ Convincingly connects the buyer's needs to the product's features

\_\_\_\_\_ Focuses on the benefits derived from the solution and the value of resolving the uncovered issues versus presenting mostly or only features

\_\_\_\_\_ Uses appropriate/professional visual aids (testimonials, 3rd party evaluations, graphs, charts, data, etc.)

\_\_\_\_\_ Effectively involves the buyer in the presentation process (encouraging engagement, need payoff questions, etc.)

\_\_\_\_\_ Effective use of trial closes (follow-up questions to determine acceptance of the value presented and where the buyer is in the 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)

\_\_\_\_\_ Responses are appropriate and helpful to the buyer

\_\_\_\_\_ Confirms that the objection is no longer a concern of the buyer (buyer responds)

### 10% **GAINS COMMITMENT (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)**

\_\_\_\_\_ Provides persuasive reasons and possible financial justification for buying the product or service

\_\_\_\_\_ Asks for business or appropriate commitment from the buyer, given the nature of this particular sales call

### 10% **PROFESSIONAL COMMUNICATION**

\_\_\_\_\_ Effective verbal speaking skills (appropriate grammar and English, minimum "ums," "likes," "you knows," etc. and minimizes abstract language without explanation: "great," "super," "awesome," etc.)

\_\_\_\_\_ Effective listening skills (active listening; restates, rephrases, clarifies, probes for better understanding, etc.)

\_\_\_\_\_ Appropriate non-verbal communication (eye contact, posture, appropriate attire)

\_\_\_\_\_ A flowing conversation rather than a scripted role-play

### 5% **CREDIBLE AND TRUSTWORTHY**

\_\_\_\_\_ Clearly knowledgeable/credible about the product, the industry and business in general

\_\_\_\_\_ Enthusiasm and confidence

Comments \_\_\_\_\_

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