

**ASSESSMENT FORM FOR ROLE PLAY ROUNDS 1 and WildCard – Needs Identification**

Salesperson: \_\_\_\_\_ Judge #: \_\_\_\_\_ Judging Room # \_\_\_\_\_ Competitor 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)**

- \_\_\_\_\_ Uncovers decision process (decision criteria, people involved in decision process, potential timing issues)
- \_\_\_\_\_ Effectively determines relevant facts about company and/or buyer
- \_\_\_\_\_ Effectively gains a basic understanding of the prospect’s problems and/or challenges
- \_\_\_\_\_ Explores the effect of the prospects problems/challenges (implications) and the gains made if the problem/challenge is overcome (need-payoff)
- \_\_\_\_\_ 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
- \_\_\_\_\_ Asks 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,” “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 (gestures, posture, dress).

Comments \_\_\_\_\_

**5% LIKABLE AND TRUSTWORTHY**

- \_\_\_\_\_ Clearly knowledgeable/credible about the product, the industry and business in general
- \_\_\_\_\_ Enthusiasm and confidence
- \_\_\_\_\_ A flowing conversation rather than a scripted role-play

Comments \_\_\_\_\_