

ASSESSMENT FORM FOR ROLE PLAY ROUNDS 2 AND 3

Salesperson: _____ Judge #: _____ Judge 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.

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)

- _____ 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

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, 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)

- _____ 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% 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).

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 _____

