

ICSC Round 1 and Wild Card Judging Template

Salesperson: _____ | Judge # _____ Competition room _____

10 = Excellent 8 = Above Average 7 = Average 6 = Needs Improvement 3 = Vague Evidence 1 = No Evidence

5% APPROACH (OBJECTIVE: Build Rapport) – Customer Focus

- ___ Professional introduction (intro self – full name, correctly identify buyer by name, eye contact)
- ___ Build/Established Rapport: (raise comfort of prospect; build trust)
- ___ Salesperson engages prospect, Initial Benefit Statement, WIFM- What's in it for me? (situation appropriate)
- ___ Set Agenda (situation appropriate) and gained commitment to continue; appropriate transition to Needs ID | positioned to ask questions/uncover needs

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
- ___ Uses appropriate/professional visual aids as necessary utilizing screen sharing (testimonials, 3rd party evaluations, demonstrations, etc.- screen sharing rather than putting professional visuals up to the camera)

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)
- ___ Responses appropriate and helpful to the buyer
- ___ Confirmed the objection was no longer a concern (buyer responds)

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% Professional Communications

- ___ Effective listening skills (active listening; restates, rephrases, clarifies, probes for better understanding, etc.)
- ___ Appropriate non-verbal (eye contact, eye level, posture, appropriate attire; appropriate background, appropriate lighting)
- ___ Effective verbal speaking skills (appropriate grammar and English, minimum "ums," "likes," "you knows," etc. and minimizes abstract language without explanation: "great," "super," "awesome," etc.)
- ___ A flowing conversation rather than a scripted role-play

5% LIKABLE AND TRUSTWORTHY

- ___ Clearly knowledgeable/credible about the product, the industry and business in general
- ___ Enthusiasm and confidence

Comments _____