

ICSC Round 2 and Round 3 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 _____

25% NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of customer's situation in order to present 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 %PRESENTATION (OBJECTIVE: Persuasively match your 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 utilizing screen sharing (testimonials, 3rd party evaluations, demonstrations, samples, etc.- screen sharing rather than putting professional visuals up to the camera)
- 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 (Eliminate concerns or questions)

- 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)

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% 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