

ICSC Round 4 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 _____

15% NEEDS CONFIRMATION (OBJECTIVE: confirm the understanding of customer's situation and insure that it has not changed)

- ___ Reviews the uncovered needs
- ___ Probes for any additional needs or changes in the situation
- ___ Summarizes the problems/issues uncovered, gains a pre-commitment to consider the product/service and smoothly transitions to presentation

25% 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 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 (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)

20% 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 appropriate commitment from the buyer, given the nature of this particular sales call.

15% COMMUNICATION SKILLS

- ___ 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
- ___ Appropriately adjusts for cultural differences for this meeting with an international buyer

5% LIKABLE AND TRUSTWORTHY

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

Comments _____