

ASSESSMENT FORM FOR ROLE PLAY ROUND 1A – Needs Identification

Salesperson: _____ **Judge #:** ____ **Judging Room #**_____ **Competitor Room #**_____

Please rate each student with a score ranging from 0 to 10—**Use whole numbers only!!!**

0 (meaning the skill was not shown),

5 (meaning this is what you might expect from a new inexperienced salesperson),

to 10 (meaning the skill level typically demonstrated by an experienced salesperson).

5 % MEETING OPENING (Effectively gains attention and builds rapport)

_____ Professional introduction: (intro self – full name, correctly identify buyer by name, eye contact)

_____ Establishes/builds rapport: (raise comfort of prospect; build trust)

_____ Salesperson engages prospect: (problem to be solved, possible value/benefit, WIFM-What’s in it for me?, etc.)

_____ Sets agenda (situation appropriate) and gains commitment to continue: (appropriate transition to Needs ID and is positioned to ask questions/uncover needs)

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 implications of those problems/challenges (consequences, costs, missed opportunities, etc.)

_____ Summarizes the problems/issues uncovered, gains a pre-commitment to consider the product/service and smoothly transitions to presentation

10% PRESENTATION

_____ Presents 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 (testimonials, 3rd party evaluations, graphs, charts, data, etc.)

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 are appropriate and helpful to the buyer

_____ Confirms that the objection is no longer a concern of the buyer (buyer responds)

10% GAINS 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

10% PROFESSIONAL COMMUNICATION

_____ 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 (eye contact, posture, appropriate attire)

_____ A flowing conversation rather than a scripted role-play

5% CREDIBLE AND TRUSTWORTHY

_____ Clearly knowledgeable/credible about the product, the industry and business in general

_____ Enthusiasm and confidence

Comments _____
