COMET SALES CHALLENGE
Capital University
Friday, April 12th, 2024

ROLE PLAY ROUND 1 SCORING SHEET

Student Name	Evaluator Name

Approach *(effectively gains attention and builds rapport)*   10%

	Comments
Professional introduction — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Salesperson gains the buyer's attention — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Effectively builds rapport — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Smooth transition into needs identification — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	

Needs Identification *(obtains clear understanding of customer's situation)*   10%

	Comments
Effectively uncovered need of buyer — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Uncovered decision process (criteria, people involved, etc) — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	

Handling Objections *(eliminate concerns to the customer's satisfaction)*   30%

	Comments
Gave buyer adequate opportunity to voice objections — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Clearly restated objections and clarified if necessary — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Provided an effective response — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Confirmed that any objections were addressed and no longer a concern — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	

Securing the Follow-Up Appointment *(take initiative to understand where you stand with the buyer)* 30%

	Comments
Created a compelling reason to meet — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Created a sense of urgency — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Scheduled a specific follow-up appointment — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	

Preparation, Professionalism, and Communication   20%

	Comments
Professional dress and demeanor — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Demonstrated knowledge of the client's industry — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Used effective speaking and grammar skills — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	
Effective eye-contact and other non-verbal communication — ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩	