

COMET SALES CHALLENGE

Capital University

Friday, April 12th, 2024

ROLE PLAY ROUND 2 SCORING SHEET



Student Name

Evaluator Name

Approach <i>(effectively gains attention and builds rapport)</i>	10%	Comments
Professional introduction	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Gained buyer's interest	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Effectively builds rapport	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Clear, concise explanation of the goals of the meeting	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	

Needs Identification <i>(obtains clear understanding of customer's situation)</i>	40%	Comments
Uncovered decision process (criteria, people involved, potential timing issues, etc)	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Effectively determined relevant facts about company/buyer	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Effectively gained a basic understanding of prospect's problems/challenges	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Demonstrated a basic understanding of the industry throughout the Need ID process	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Explored the effect of the prospect's problems/challenges (implication and the gains made if the problem is fixed (need payoff))	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	

Product/Service Presentation <i>(persuasively match benefits to meet buyer needs)</i>	10%	Comments
Presented benefits based upon needs instead of only features	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Logical, convincing presentation (display a strategy to communicate and persuade; clearly understand needs "hot buttons" off prospect and concentrates on those needs.	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Summarized the problems/issues, uncovered and gained a pre-commitment to consider the product/service	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	

Handling Objections <i>(eliminate concerns to the customer's satisfaction)</i>	10%	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 <i>(take initiative to understand where you stand with the buyer)</i>	20%	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	10%	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)	