

COMET SALES CHALLENGE

Capital University

Friday, April 12th, 2024

ROLE PLAY ROUND 3 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)	
Attempted to build personal rapport	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Recapped relevant details of the prior meeting	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Seller conveyed they would be asking for the business today	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	

Needs Identification <i>(obtains clear understanding of customer's situation)</i>	10%	Comments
Confirmed decision process (criteria, people involved, potential timing issues, etc)	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Effectively uncovered any additional relevant facts about company and/or buyers	(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)	

Product/Service Presentation <i>(persuasively match benefits to meet buyer needs)</i>	40%	Comments
Seller walked prospect through recommended solutions	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
The presentation concise and easy for buyer to follow	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
The proposal was presented with enthusiasm and conviction	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Both buyers were given appropriate attention	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
The target customer was conveyed in presentation	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Seller incorporated unique selling points into creative messages	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
The seller used trial closes at appropriate times	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	

Handling Objections <i>(eliminate concerns to the customer's satisfaction)</i>	10%	Comments
Buyers were given adequate opportunity to voice objections	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Seller clearly restated objections and clarified if necessary	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Seller 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)	

Obtaining Commitment <i>(take initiative to understand where you stand with the buyer)</i>	20%	Comments
The seller conduct trial closes along the way	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Seller asked for the business	(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)	
Seller discussed next steps	(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)	
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)	