 **Student NAMA Sales Competition:** Assessment Form for Role Play

Salesperson\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Score each section taking into consideration all the criteria listed. Total points possible are noted on each section.*

**Meeting Opening (effectively gains attention and builds rapport) 5 possible points**

* Professional introduction
* Effectively builds rapport
* Salesperson explains purpose and goals
* Smooth transition into needs identification

**NEEDS IDENTIFICATION (Objective: Obtain a clear understanding of customer’s situation**

**in order to prepare a customized presentation.) 45 possible points.**

* Uncovered decision process (decision criteria, people involved in decision process,

potential timing issues)

* Effectively determined relevant facts about company and/or buyer
* Effectively gained a basic understanding of the prospect’s problems and/or challenges
* Explores the effect of the prospect’s problems/challenges (implication) and the gains

made if the problem/challenge is overcome

* Summarizes the problem issues uncovered, gains a pre-commitment to consider the product/

service and smoothly transitions to presentation

**Presentation 10 possible points.**

* A brief overview of the company and a potential solution to build enough credibility to gain a

second appointment to present the solution

**Overcoming Objections (Objective: Eliminate concerns or questions to customer’s**

**Satisfaction) 15 possible points.**

* Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)
* Effectively answers the objection
* Confirms that the objection is no longer a concern of the buyer

**Gain Commitment (Objective: Take initiative to understand where you stand with buyer**

**now and for the future.) 10 possible points.**

* Persuasive in presenting a reason to commit to another appointment
* Asked for an appropriate commitment from the buyer, given the nature of this particular

sales call

**communication skills 10 possible points.**

* Effective verbal speaking skills (appropriate grammar and English)
* Effective listening skills (active listening, restated, rephrases, clarified, probed for a

better understanding

* Appropriate non-verbal communication (gestures, posture, dress)

**Likable and trustworthy 5 possible points.**

* Clearly knowledgeable/credible about the product, the industry and business in general
* Engaging, pleasant demeanor
* A flowing conversation rather than a scripted role-play

Total Points (100 possible)