

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)