



## Judging Guidelines

Student Name: \_\_\_\_\_

	Notes			Section Score
	Good	Marginal	Poor/Not Done	
<b>Approach (Gain attention and Rapport)</b>				
• Professional Introduction	_____	_____	_____	
• Salesperson gained prospect's attention	_____	_____	_____	
• Effectively builds rapport	_____	_____	_____	
• Smooth transition into the presentation	_____	_____	_____	
<b>Approach Score 0-10 Points (1/2 points are acceptable)</b>				_____

	Notes			Section Score
	Good	Marginal	Poor/Not Done	
<b>Need Identification (Understand Buyer's Situation)</b>				
• Uncover decision process	_____	_____	_____	
• Effectively determine relevant facts about buyer (Situation)	_____	_____	_____	
• Effectively uncover the needs (Problem questions)	_____	_____	_____	
• Effectively questions to bring buyer's attention to what happens if the problems continue (Implication questions)	_____	_____	_____	
• Gain pre-commitment to consider the product (Needs questions)	_____	_____	_____	
<b>Needs Identification Score 25 points (1/2 points are acceptable)</b>				_____

	Notes			Section Score
	Good	Marginal	Poor/Not Done	
<b>Product/Service Presentation (Match benefits to Buyer's Needs)</b>				
• Presents benefits based on discovered buyer needs	_____	_____	_____	
• Logical demonstration focused on the buyers "hot buttons"	_____	_____	_____	
• Used appropriate/professional visual aids	_____	_____	_____	
• Effectively involves the buyer in the demonstration	_____	_____	_____	
• Effective use of trial close	_____	_____	_____	
<b>Product or Service Presentation Score 25 points (1/2 points are acceptable)</b>				_____

	Notes			Section Score
	Good	Marginal	Poor/Not Done	
<b>Overcoming Objections (Eliminated Buyer's Concerns)</b>				
• Gains better understanding of objection (clarifies)	_____	_____	_____	
• Effectively resolves objection or answers question	_____	_____	_____	
• Confirms objection or question is no longer a concern	_____	_____	_____	
<b>Overcoming Objections Score 15 points (1/2 points are acceptable)</b>				_____

	Notes			Section Score
	Good	Marginal	Poor/Not Done	
<b>Close (Understands buyer/seller relationship)</b>				
• Persuasive in reason to buy	_____	_____	_____	
• Asked for appropriate commitment	_____	_____	_____	
<b>Closing Score 10 points (1/2 points are acceptable)</b>				_____

	Notes			Section Score
	Good	Marginal	Poor/Not Done	
<b>Communication Skills and Overall Impression</b>				
• Effective communication (questioning, listening, clarifying)	_____	_____	_____	
• Appropriate non-verbal communication	_____	_____	_____	
• Demonstrated enthusiasm and confidence	_____	_____	_____	
• Product knowledge	_____	_____	_____	
• Absence of verbal pauses ("ah", "uhms", "okay")	_____	_____	_____	
• Good choice of words ("awesome", "perfect")	_____	_____	_____	
<b>Communication Skills and Overall Impression Score 15 points (1/2 points are acceptable)</b>				_____

Notes: