

Negotiation Rubric

National Undergraduate Negotiation Competition 2025

hosted by Challenger Sales Institute

Round 1

Negotiation in series:

Buying Team Student Names:

Selling Team Student Names:

1. How well-prepared was this team, judging from its performance and its apparent strategy?

Very Unprepared			Neutral			Highly Prepared
1	2	3	4	5	6	7

2. How well was this team able to adapt its strategy to new information or to unforeseen moves by the opposing team?

Very Unadaptable			Neutral			Highly Adaptable
1	2	3	4	5	6	7

3. To what extent did the outcome of the session, regardless of whether agreement was reached, serve this team's own goals?

Very Little			Neutral			Highly
1	2	3	4	5	6	7

4. To what extent did the outcome of the session, regardless of whether agreement was reached, serve both of the team's goals?

Very Little			Neutral			Highly
1	2	3	4	5	6	7

5. To what extent did the outcome of the session reflect a realistic/feasible outcome or agreement that could happen in the business world today?

Very Little Feasibility			Neutral			Highly Feasible
1	2	3	4	5	6	7

6. How effective were the negotiators in working together as a team, in sharing responsibility, in communicating with each other, and providing mutual backup?

Very Ineffective			Neutral			Highly Effective
1	2	3	4	5	6	7

7. To what extent was the content of this team's communication with the other team effective in terms of being clear, coherent, and articulate?

Very Ineffective			Neutral			Highly Effective
1	2	3	4	5	6	7

8. To what extent was the emotional tone of interactions with the other team appropriate and effective?

Very Inappropriate			Neutral			Highly Appropriate
1	2	3	4	5	6	7

9. To what extent was this team effective at listening to and interacting dynamically with the other team

Very Ineffective			Neutral			Highly Effective
1	2	3	4	5	6	7

10. To what extent did this team use appropriate and effective negotiation vocabulary?

Very Ineffective			Neutral			Highly Effective
1	2	3	4	5	6	7

11. How effective was this team at using body language and nonverbal communication?

Very Ineffective			Neutral			Highly Effective
1	2	3	4	5	6	7

12. How effective was this team at using framing, probing, and questioning techniques?

Very Ineffective			Neutral			Highly Effective
1	2	3	4	5	6	7

Please provide additional feedback for this team.

Did you see any ethical violation with this team? (revealing one's university, misrepresenting facts, inventing self-serving facts, adding facts through online research or any competition rule violation)

Which single individual in the this matchup was the best negotiator? Name/Role: