

Challenger Sale Institute Speed Selling Rubric

Please include a score ranging from 0 to 20 for each section. Half points (ex. 17.5) are allowed.

	Missing Element (0-5 Points)(6-10 points)	Marginal	Professional (11-15 Points)	Exceptional (16-20 Points)
Introduction	The Candidate fails to introduce him/herself. (0-5 Points)	The Candidate introduces him/herself, but may only use first name, the introduction lacks enthusiasm, and/or does not include a "wow" statement (6-10 points)	The Candidate introduces him/herself using his/her full name, is enthusiastic, and has a "wow" statement (11-15 Points)	The Candidate introduces him/herself using his/her full name, provides a business card, is enthusiastic, and has an exceptional "wow" statement. (16-20 Points)
Introduction Score (range 0 to 20)				
Qualification Characteristics #1-3	The Candidate does not list a unique characteristic, or one that is overly general such as "I have a good personality," or "I am a friendly person." (0-5 Points)	The Candidate lists a personal characteristic, but it may not be highly relevant to the job such as, "I am a hard worker." (6-10 points)	The Candidate lists a personal characteristic that is relevant to the job, such as, "I have extensive sales experience." (11-15 Points)	The Candidate lists a personal characteristic that is relevant to the job and makes a nexus between his/her ability, and the job and company. "Last quarter I sold X units, and I know that exceeding sales goals is important to your company." (16-20 Points)
Characteristic #1 Score (range 0 to 20)				
Characteristic #2 Score (range 0 to 20)				
Characteristic #3 Score (range 0 to 20)				
Closing	The Candidate fails to attempt to close, or the closing is weak. "Thanks for your time." (0-5 Points)	The Candidate attempts to close, and the closing is acceptable. "Thank you for your time, and I hope to hear from you." (6-10 points)	The Candidate's close is professional, and reiterates and summarizes his/her strengths. "Thank you for your time, as you can tell I have . . ., and I hope to hear from you." (11-15 Points)	The Candidate's close is professional, reiterates and summarizes his/her strengths, and includes a clear call to action. "I have enjoyed meeting with you. As you can see I have . . ., and when may I expect to hear back from you regarding this position?" (16-20 Points)
Closing Score (range 0 to 20)				

Student Name: