



Sales Role Play Round 1 Scoring Rubric

Scoring is from 1 to 10 for each section.

0 (meaning the skill was not shown),

5 (meaning this is what you might expect from a new inexperienced salesperson),

10 (meaning the skill typically demonstrated by an experienced salesperson).

5 % MEETING OPENING (Effectively gains attention and builds rapport)

_____ Professional introduction

_____ Effectively builds rapport

_____ Salesperson explains purpose and goals of the meeting

_____ Smooth transition into needs identification

Comments _____

40% NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of customer's situation in order to prepare a customized presentation)

_____ Uncovered decision process (decision criteria, people involved in decision process, potential timing issues)

_____ Effectively gained a basic understanding of the prospect's problems and/or challenges

_____ Gains a pre-commitment to consider the product/service and smoothly transitions to presentation

Comments _____

10% Presentation (OBJECTIVE: Present a solution to secure next steps)

_____ A brief overview of the company and a potential solution to build enough credibility to gain a second appointment to present the solution

Comments _____

15% OVERCOMING OBJECTIONS (OBJECTIVE: Eliminate concerns or questions to customer's satisfaction)

_____ 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

Comments _____



10% GAIN COMMITMENT (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)

_____ Asked for business or appropriate commitment from the buyer (e.g., next meeting or closed the deal)

Comments _____

10% COMMUNICATION SKILLS

_____ Effective verbal speaking skills (appropriate grammar, minimum “ums”, “You knows”, etc. and minimized abstract language without explanation: “super,” “awesome, etc.)

_____ Effective listening skills (active listening; restated, rephrased, clarified, probed for better understanding, etc..)

_____ Executive non-verbal communication (gestures, professional dress).

Comments _____

10% EXECUTIVE PRESENCE

_____ Confident

_____ Professional (E.g., professional dress, appropriate language)

Comments _____