

**ASSESSMENT FORM FOR ROLE PLAY**

**Salesperson:** \_\_\_\_\_ **Judge #:** \_\_\_\_\_ **Judging Room #:** \_\_\_\_\_ **Competitor Room #** \_\_\_\_\_

Please rate each student with a score ranging from 0 to 10—Use whole numbers only  
0 (meaning the skill was not shown),  
5 (meaning this is what you might expect from a new inexperienced salesperson)  
10 (meaning the skill level typically demonstrated by an experienced salesperson).

**5% Approach (Effectively gains attention and builds rapport)**

- \_\_\_\_\_ Professional introduction: (intro self – full name, correctly identify buyer by name, eye contact)
- \_\_\_\_\_ Salesperson gains prospect's attention: (raise comfort of prospect; build trust)
- \_\_\_\_\_ Effectively builds rapport: (problem to be solved, possible value/benefit, WIFM-What's in it for me?, etc.)
- \_\_\_\_\_ Smooth transition into needs identification (situation appropriate) and gains commitment to continue: (appropriate transition to Needs ID and is positioned to ask questions/uncover needs)

**25% NEEDS IDENTIFICATION (Obtains clear understanding of customer's situation)**

- \_\_\_\_\_ Uncovered decision process (decision criteria, people involved in decision process, potential timing issues)
- \_\_\_\_\_ Effectively determined relevant facts about company and/or buyer
- \_\_\_\_\_ Effectively uncovered needs of buyer (discovered current problems, goals, etc)
- \_\_\_\_\_ Asked effective questions that brought to buyers' attention what happens to company or buyer when problems continue (helped covert implied to explicit needs)
- \_\_\_\_\_ Gain pre-commitment to consider the product/service and smooth transition to presentation

**25% Product/Service Presentation (Persuasively match product benefits to meet buyer needs)**

- \_\_\_\_\_ Presented benefits-based upon needs of buyer instead of only features
- \_\_\_\_\_ Logical, convincing presentation (display a strategy to communicate and persuade; clearly understands needs "hot buttons" of prospect and concentrates on those needs)
- \_\_\_\_\_ Used appropriate/professional visual aids
- \_\_\_\_\_ Effectively demonstrated product/service
- \_\_\_\_\_ Effectively involves the buyer in the demonstration
- \_\_\_\_\_ Effective use of trial closes (follow-up to determine where buyer is in decision process)

**15% OVERCOMING OBJECTIONS (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

**10% Close (Take initiative to understand where you stand with buyer now and in the future)**

- \_\_\_\_\_ Persuasive in presenting a reason to commit to another appointment
- \_\_\_\_\_ Asked for business or appropriate commitment from buyer, given the nature of this particular sales call

**15% Communication Skills**

- \_\_\_\_\_ Effective verbal speaking skills (appropriate grammar and English, minimum "ums," "likes," "you knows," etc. and minimizes abstract language without explanation: "great," "super," "awesome," etc.)
- \_\_\_\_\_ Appropriate non-verbal communication (eye contact, posture, appropriate attire)
- \_\_\_\_\_ Verbiage (clear, concise, professional)

**5% Overall (Take initiative to understand where you stand with buyer now and in future)**

- \_\_\_\_\_ Salesperson enthusiasm and confidence
- \_\_\_\_\_ Product knowledge

Comments: \_\_\_\_\_  
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