APPENDIX A **Judges Score Sheet - Graduate Round 1** **Score: _____**

Time Limit: 20 minutes **[NCSC will calculate]**

Salesperson: _____Room:_____ Judge: _____
[Team Member A]

Score each item on a 0 to 10 scale with 10 as the best possible score and 0 the absence of the skill or behavior being evaluated.

10% APPROACH (Effectively gains attention, sets agenda, and builds rapport)
_____ Professional introduction
_____ Salesperson gains prospect's attention (purpose of call, "sold yourself, org;" reason to continue call)
_____ Effectively builds rapport
_____ Smooth transition into needs identification

50% 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)
_____ Effectively determined relevant facts about company and/or buyer
_____ Effectively uncovered needs of the buyer (discovered current problems, goals, etc.)
_____ Asked effective questions that brought to the buyers' attention what happens to company or the buyer when problems continue (helped convert implied needs to explicit needs).
_____ Gain pre-commitment to consider the product/service and smooth transition to presentation)
_____Brief statement/presentation to gain attention and confidence to assure prospect of ability to meet needs

10% 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

15% CLOSE (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)
_____ Persuasive in presenting a reason to buy or commit to another appointment
_____ Presented a value-based reason to have the next appointment, given the nature of this particular sales call

15% COMMUNICATION SKILLS
_____ Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding, etc..)
_____ Appropriate non-verbal communication (gestures, posture, dress).
_____ Verbiage (clear, concise, professional)

Comments

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APPENDIX B **Judges Score Sheet - Graduate Round 2** **Score: _____**

Time Limit: 30 minutes **[NCSC will calculate]**

Salesperson: _____Room:_____ Judge: _____
[Team Member A & B]

Score each item on a 0 to 10 scale with 10 as the best possible score and 0 the absence of the skill or behavior being evaluated.

10% APPROACH (Effectively gains attention and builds rapport)
_____ Professional introduction
_____ Salesperson gains prospect's attention (purpose of call, "sold yourself, org;" reason to continue call)
_____ Effectively builds rapport
_____ Smooth transition into review of needs and presentation

50% PRESENTATION (Persuasively match your product's benefits to needs of the buyer)
_____ Uncovered decision process (confirmed decision criteria, people involved in decision process)
_____ Reviewed and summarized needs (asked if there is anything else?)
_____ Used appropriate/professional visual aids
_____ Responses appropriate and helpful to the buyer
_____ Demonstrated product knowledge
_____ Effectively involved the buyer in the demonstration
_____ Effective use of trial closes (follow-up questions to determine where buyer is in decision process)

10% OVERCOMING OBJECTIONS (OBJECTIVE: Eliminate concerns to customer's satisfaction)
_____ Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection
_____ Effectively answers the objection
_____ Confirmed the objection is no longer a concern of the buyer

20% CLOSE/
_____ Persuasive in presenting a reason to buy
_____ Asked for business or appropriate commitment

10% NEGOTIATION (OBJECTIVE: Achieve a win-win solution)
_____ Clearly articulated understanding of the client's position
_____ Clearly articulate own (salesperson's) organization's position – built value
_____ Developed and proposed a creative "win-win" solution
_____ Avoided unnecessary concessions

Comments

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APPENDIX C **Judges Score Sheet - Graduate Round 3** **Score: _____**

Time Limit: 20 minutes **[NCSC will calculate]**

Salesperson: _____Room:_____ Judge: _____
[Team Member B]

Score each item on a 0 to 10 scale with 10as the best possible score and 0 the absence of the skill or behavior being evaluated.

5% **APPROACH (Effectively gains attention and builds rapport)**
_____ Professional introduction (effectively builds rapport)
_____ Establishes purpose and agenda and gains agreement
_____ Smooth transition into review of solution and uncovering opportunities for future business

40% **NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of current solution and opportunities to deepen relationship / additional business opportunities)**
_____ Effectively reviewed past needs and solutions
_____ Effectively determined relevant changes about company and/or buyer; discovering additional opportunities
_____ Asked effective questions that brought to the buyers' attention what happens to company or the buyer when problems continue (helped convert implied needs to explicit needs).
_____ Gain pre-commitment to consider additional product/service and smooth transition to presentation)

25% **PRESENTATION (Persuasively match your product's benefits to needs of the buyer)**
_____ Logical, convincing presentation (displays a strategy to communicate and persuade)
_____ Responses appropriate and helpful to the buyer
_____ Took advantage of opportunities to upsell/cross-sell
_____ Effective use of trial closes (follow-up questions to determine where buyer is in decision process)
_____ Effective use of visual aids

15% **OVERCOMING OBJECTIONS (OBJECTIVE: Eliminate concerns to customer's satisfaction)**
_____ Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)
_____ Effectively answers the objection
_____ Confirmed the objection is no longer a concern of the buyer

15% **CLOSE**
_____ Persuasive in presenting a reason to buy
_____ Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call
_____ Took the initiative to further develop relationship with the customer

Comments

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