

# Judging Criteria

## National Collegiate Sales Competition Undergraduate Contestant Evaluation Sheet

### 5% **APPROACH (Effectively gains attention and builds rapport)**

Professional introduction  
Gains prospect's attention  
Effectively builds rapport  
Smooth transition into needs identification

### 25% **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)  
Gained pre-commitment to consider the product/service and smooth transition to presentation

### 25% **PRODUCT/SERVICE PRESENTATION**

#### **(OBJECTIVE: Persuasively match your product's benefits to meet needs of the buyer)**

Presented benefits-based upon needs of buyer instead of only features  
Logical, convincing presentation (displays 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 involved the buyer in the demonstration  
Effective use of trial closes (follow-up questions to determine where buyer is in decision process)

### 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

### 10% **CLOSE**

#### **(OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)**

Persuasive in presenting a reason to buy  
Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call

### 15% **COMMUNICATION SKILLS**

Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)  
Appropriate non-verbal communication  
Verbiage (clear, concise, professional)

### 5% **OVERALL**

Enthusiasm and confidence  
Product knowledge

