POAPNWSC Round 2 and Round 3 Judging Template

Salesperson: | Judge # Competition room

10 = Excellent 8 = Above Average 7 = Average 6 = Needs Improvement 3 = Vague Evidence 1 = No Evidence

# 5% APPROACH (OBJECTIVE: Build Rapport) – Customer Focus

 Professional introduction (intro self – full name, correctly identify buyer by name, eye contact)

 Build/Established Rapport: (raise comfort of prospect; build trust)

 Salesperson engages prospect, Initial Benefit Statement, WIFM- What’s in it for me? (situation appropriate)

 Set Agenda (situation appropriate) and gained commitment to continue; appropriate transition to Needs ID | positioned to ask questions/uncover needs

# 25% NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of customer’s situation in order to present a customized presentation)

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

 Effectively determines relevant facts about company and/or buyer

 Effectively gains a basic understanding of the prospect’s problems and/or challenges

 Explores the effect of the prospects problems/challenges (implications) and the gains made if the problem/challenge is overcome (need-payoff)

 Summarizes the problems/issues uncovered, gains a pre-commitment to consider the product/service and smoothly transitions to presentation

**30 %PRESENTATION (OBJECTIVE: Persuasively match your product’s benefits to meet needs of the buyer)**

 Develops credibility in the company and its ability to deliver a solution

 Convincingly connects the buyer’s needs to the product’s features

 Focuses on the benefits derived from the solution and the value of resolving the uncovered issues versus presenting mostly or only features

 Uses appropriate/professional visual aids utilizing screen sharing (testimonials, 3rd party evaluations, demonstrations, samples, etc.- screen sharing rather than putting professional visuals up to the camera)

 Effectively involves the buyer in the presentation process

 Effective use of trial closes (follow-up questions to determine acceptance of the value presented and where the buyer is in decision process)

# 15% OVERCOMING OBJECTIONS (Eliminate concerns or questions)

 Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)

 Responses appropriate and helpful to the buyer

 Confirmed the objection was no longer a concern (buyer responds)

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

 Provides persuasive reasons and possible financial justification for buying the product or service

 Asks for business or appropriate commitment from the buyer, given the nature of this particular sales call

# 10% PROFESSIONAL COMMUNICATION

 Effective listening skills (active listening; restates, rephrases, clarifies, probes for better understanding, etc.)

 Appropriate non-verbal (eye contact, eye level, posture, appropriate attire; appropriate background, appropriate lighting)

 Effective verbal speaking skills (appropriate grammar and English, minimum “ums,” “likes,” “you knows,” etc. and minimizes abstract language without explanation: “great,” “super,” “awesome,” etc.)

 A flowing conversation rather than a scripted role-play

# 5% LIKABLE AND TRUSTWORTHY

 Clearly knowledgeable/credible about the product, the industry and business in general

 Enthusiasm and confidence