ELLER COLLEGE OF MANAGEMENT

Student Name: ________________________________

APPROACH (Effectively gains attention and builds rapport)
(2) Professional introduction (handshake, business card, asking for and/or accepting a seat)
(1) Appropriate use of one an approach method - Referral, benefit, product, compliment, question, curiosity
(2) Salesperson gains prospect’s attention and effectively builds rapport
(2) Smooth transition into needs identification (use of an agenda and commitment from buyer to move on)

NEEDS IDENTIFICATION (OBJECTIVE: Obtain a clear understanding of customer’s situation in order to prepare a customized presentation)
(2) Uncovered decision process (decision criteria, people involved in decision process)
(4) Effectively determined relevant facts about company and/or buyer (asked situation questions)
(7) Effectively uncovered needs of the buyer (discovered current problems, goals, etc.) (asked problem questions)
(7) Asked effective questions that brought to the buyers' attention what happens to company or the buyer when problems continue (asked implication questions)
(2) Gain pre-commitment to consider the product/service and smooth transition to presentation (trial close – need question) Was a summary of needs presented Yes/No?

PRODUCT/SERVICE PRESENTATION (OBJECTIVE: Persuasively match your product’s benefits to meet needs of the buyer)
(8) Presented benefits-based upon needs of buyer instead of only features (linked these back to problems)
(10) 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 (ability to prove claims) Effectively demonstrated product.
(4) Effectively involves the buyer in the demonstration
(3) Effective use of trial closes (follow-up questions to determine where buyer is in decision process) Statements such as “can you see how this would…” or “how does that sound” etc
OVERCOMING OBJECTIONS (OBJECTIVE: Eliminate concerns or questions to customer’s satisfaction)
(3) __________ Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)
(8) _______ Effectively answers the objection (proof of claims) (Appropriate use of response techniques)
(3) _______ Confirms that the objection is no longer a concern of the buyer

CLOSE (OBJECTIVE: Take initiative to understand where you stand with buyer now and for the future)
(6) _______ Persuasive in presenting a reason to buy (using several closing methods)
(3) _______ Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call.
  (thank prospect, shake hands, leave)

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

OVERALL
(3) _______ Salesperson enthusiasm and confidence
(4) _______ Product knowledge
(2) _______ Professional appearance (appropriate to the situation)

Comments:

PLEASE Total the score (100 possible points)