

SUU Annual Thunder Sales Competition
Role Play Competition Rubric

***Baseline Points:** If the contestant did it, they get full points for that category.
****Bonus Points:** Award additional points for exceptional performance in this category from 0 to the maximum allowed. No bonus points can be earned unless the baseline points are met.

Criteria	Baseline Points	Bonus Points	Total Possible Per Criteria
Approach (effectively gains attention and builds rapport)			
Professional introduction	3	up to 3	6
Salesperson gains prospect's attention and interest	5	up to 3	8
Effectively builds rapport	5	up to 5	10
Smooth transition into needs identification	5	up to 3	8
Needs Identification (obtains clear understanding of customer's situation)			
Uncovered decision process (decision criteria, people involved in decision process)	10	up to 7	17
Effectively determined relevant facts about company and/or buyer	5	up to 5	10
Effectively uncovered needs of buyer (discovered current problems, goals, etc.)	10	up to 5	15
Asked effective questions that brought to buyers' attention what happens to company or buyer when problems continue (helped convert implied to explicit needs)	5	up to 10	15
Gain pre-commitment to consider the product/service and smooth transition to presentation	10	up to 5	15
Product/Service Presentation (persuasively match product benefits to meet buyer needs)			
Presented benefits-based upon needs of buyer instead of only features	7	up to 10	17
Logical, convincing presentation (display a strategy to communicate and persuade; clearly understands needs, "hot buttons," or prospect and concentrates on those needs)	10	up to 5	15
Used appropriate/professional visual aids	3	up to 5	8
Effectively demonstrated product/service	5	up to 10	15
Effectively involves the buyer in the demonstration	5	up to 5	10
Effective use of trial closes (follow-up to determine where buyer is in decision process)	5	up to 5	10
Overcoming Objections (eliminate concerns to the customer's satisfaction)			
Initially gains better understanding of objection (clarifies or allows buyer to clarify objection)	5	up to 5	10
Effectively answers the objection	5	up to 10	15
Confirms that the objection is no longer a concern of the buyer	3	up to 3	6
Close (take initiative to understand where you stand with buyer now and in the future)			
Persuasive in presenting a reason to buy	5	up to 10	15
Asked for business or appropriate commitment from buyer, given the nature of this particular sales call	5	up to 10	15
Communication Skills			
Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)	7	up to 10	17
Appropriate non-verbal communication	3	up to 5	8
Overall (take initiative to understand where you stand with buyer now and in future)			
Salesperson enthusiasm and confidence	5	up to 10	15
Product knowledge	5	up to 5	10
Total:	(/136)	(/154)	(/290)