

Thank you for judging the 2017 Northeast Intercollegiate Sales Competition!

We appreciate your time and valuable feedback to students.

Your expertise and guidance accelerate student learning.

Instructions for Judges

- **Please arrive to your judging location 20 minutes before the round begins.**
- You will be in the room with contestants as they execute their sales meeting. Please use **the judging sheet (range of numbers for each category depending on the weight, comments, contestant name, judging number assigned when you get to your judging room)**.
- We ask that you also provide quick verbal feedback to the competitor after he/she completes the sales meeting. **Total feedback for the competitor should NOT exceed the allotted time.**
- **At the end of each sales meeting, please give your scoring sheet to the student volunteer in the room prior to the next student competing. They will enter the data electronically. This year, we will allow you to wait to hand in the first competitor's form until after the second competitor competes so you can get familiar with the criteria and performance expectations.**
- If you would like to keep a copy of the scoring form for your records, you are allowed to take a picture of your judging form with your phone.

1. **Round 1 = 2 minutes of feedback**
2. **Quarterfinals = 1 minute of feedback**
3. **Semifinals = 1 minute of feedback**
4. **Finals = no feedback (this event is streaming live)**

How the competition works: Elimination

The competition is run by elimination. In the first round, the top three (3) competitors from each room advance to the quarterfinals. In the quarterfinals, the top two advance to semifinals. The top person in the semifinals advances to the final round. The final round is streamed live so that everyone can view it.

Judging criteria and feedback

We ask that you provide thoughtful feedback on the judging sheets, as our contestants will use this to improve their selling skills. In the first three rounds, you will also provide verbal feedback to contestants. Please keep feedback within the allotted time for your round so that we can stay on schedule.

Each room has a list of needs/pain points and objections the seller should uncover and overcome. Students should demonstrate ability to uncover needs from the buyer and provide business value. The case is high level and students are not expected to get into minute details. This will also make it easier for those of you to judge who are not familiar with the Carousel product.

Selecting winners

Winners are selected based on the judging criteria. There are different ranges of numbers for scores depending on the weight for the category. Be sure to take this into consideration while you are filling out the judging sheet.

Thank you for your support! We can't host a sales competition without your valuable feedback.