

### Contestant Evaluation Sheet

**Award points for each category based on the contestant's performance on the individual items for that category. Points available in each category are based on the importance of that category to the final score. (Higher scores = best; lower score = absence of skill)**

**Approach** (Effectively gains attention and build rapport)

- Professional introduction
- Effectively builds rapport and gains the client's attention
- Transitions into discovery

**0 1 2 3 4 5 6 7 8 9 10**

Comments \_\_\_\_\_

**Discovery** (Obtain a clear understanding of customer's situation in order to prepare a customized presentation)

- Uncovered decision process (decision criteria, people involved, timing and budgetary issues)
- Effectively determined relevant facts about the company and/or buyer
- Effectively gained a basic understanding of the prospect's problems, challenges and/or goals
- Asked effective questions that brought to the buyers' attention what happens to the company or the buyer when the problems continue or if the issue is resolved (to help the buyer see the value of a solution)
- Gained a pre-commitment to consider the product/service and smooth transition to presentation

**0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35**

Comments \_\_\_\_\_

**Product/Service Presentation** (Persuasively match your product's benefits to meet needs of buyer)

- Brief overview of the company and potential solution to build credibility to gain the next appointment
- Impactful and memorable value proposition that ties in the value of the solution to the unique needs of the client

**0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15**

Comments \_\_\_\_\_

**Overcoming Objections** (Eliminate concerns or questions to customer's satisfaction)

- Initially gain better understanding of objection (clarify or allow buyer to clarify objection)
- Effectively answers objection, ensures the concern has been addressed and is no longer a concern of the buyer.

**0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15**

Comments \_\_\_\_\_

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

- Persuasively asked for business or appropriate commitment from the buyer, given the nature of the call

**0 1 2 3 4 5 6 7 8 9 10**

Comments \_\_\_\_\_

**Communication Skills**

- Effective verbal communication skills (active listening: restated, rephrased, clarify, probed for better understanding)
- Verbiage (clear, concise, professional), natural presentation, ability to connect with buyer.

**0 1 2 3 4 5 6 7 8 9 10**

Comments \_\_\_\_\_

**Overall**

- Salesperson enthusiasm and confidence
- I want to hire this person based on their performance
- Coachability (during and after feedback)

**0 1 2 3 4 5**

Comments \_\_\_\_\_