

# High School Sales Competition

## Round 1 Rubric

Spring 2021

Category	Criteria	Score
<b>Approach</b>	<ul style="list-style-type: none"><li>Professional introduction</li><li>Gains prospect's attention</li><li>Effectively builds rapport</li><li>Smooth transition into needs identification</li></ul>	<b>5 points</b>
<b>Needs Identification</b> <i>SPIN Questions</i>	<ul style="list-style-type: none"><li>Uncovers the decision process (decision criteria, people involved in the decision process)</li><li>Effectively determines relevant facts about the company and/or prospect</li><li>Effectively uncovers needs of the prospect (discovered current problems, goals)</li><li>Asks effective questions that brought to the prospect's attention what happens to the company or prospect when problems continue (helped convert implied to explicit needs)</li><li>Gain pre-commitment to consider the product/service and smooth transition to close</li></ul>	<b>15 points</b>
<b>Product / Service Presentation</b>	<ul style="list-style-type: none"><li>Presents benefits based on discovered buyer needs</li><li>Logical demonstration focused on the buyers "hot buttons"</li><li>Used appropriate/professional visual aids</li><li>Effectively involves the buyer in the demonstration</li><li>Effective use of trial close</li></ul>	<b>5 points</b>
<b>Overcoming Objections</b>	<ul style="list-style-type: none"><li>Gains a better understanding of objection (clarifies)</li><li>Effectively resolves objection or answers question</li><li>Confirms objection or question is no longer a concern</li></ul>	<b>5 points</b>
<b>Close / Secure Commitment</b>	<ul style="list-style-type: none"><li>Persuasive in presenting a reason to continue the conversation</li><li>Asked for an appropriate commitment from the prospect given the nature of the sales call</li></ul>	<b>10 points</b>
<b>Communication Skills</b>	<ul style="list-style-type: none"><li>Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)</li><li>Appropriate non-verbal communication (looked at the camera, camera at eye-level, appropriate lighting &amp; background, maintained a good presence in view)</li><li>Verbiage (clear, concise, professional)</li></ul>	<b>5 points</b>
<b>Overall Impression</b>	<ul style="list-style-type: none"><li>Salesperson enthusiasm and confidence</li><li>Does not appear scripted</li><li>Demonstrated product knowledge with confidence</li></ul>	<b>5 points</b>