

High School Sales Competition

Round 3 Rubric

Spring 2021

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