# Edward Jones Sales Competition

## Role-Play Scoring Rubric | Spring 2023

<table>
<thead>
<tr>
<th>Category</th>
<th>Criteria</th>
<th>Points Possible</th>
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| Approach                  | • Professional introduction  
• Gains prospect’s attention  
• Effectively builds rapport  
• Smooth transition into needs identification                                                                                                                        | 10 points       |
| Needs Identification      | • Uncovers the decision process (decision criteria, people involved in the decision process)  
• Effectively determines relevant facts about the prospective customer  
• Effectively 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 and service with a smooth transition to presentation                                                                 | 35 points       |
| Product/Service Presentation | • Presents a **brief** overview of the company and value proposition based on discovered needs  
• Used appropriate/professional visual aids and effectively engages the prospect in the presentation  
• Effective use of trial close                                                                                                                                 | 5 points        |
| Overcoming Objections     | • Gains a better understanding of objection (clarifies)  
• Effectively resolves objection or answers question  
• Confirms objection or question is no longer a concern                                                                                                               | 15 points       |
| Close/Secure Commitment   | • Persuasive in presenting a reason to continue the conversation  
• Asked for an appropriate commitment from the prospect given the nature of the sales call                                                                                                                | 10 points       |
| Communication Skills      | • Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)  
• Appropriate non-verbal communication  
• Verbiage (clear, concise, professional)                                                                                                                                 | 15 points       |
| Overall Impression        | • Salesperson enthusiasm and confidence  
• Does not appear scripted  
• Demonstrated product knowledge with confidence                                                                                                                   | 10 points       |