

# University of Toledo Invitational Sales Competition (UTISC)

## Judge Score Sheet

Score: \_\_\_\_\_

Salesperson: \_\_\_\_\_

Judge: \_\_\_\_\_ Judge Room # \_\_\_\_\_ Judge Room Letter: \_\_\_\_\_

Score each item on a 0-10 scale with 10 being the best possible score and 0 being the absence of the skill or behavior. Provide details that explain the score. Competitors will receive a copy of the score sheets.

**5%**            **OPEN:** (OBJECTIVE: Effectively gains attention and builds rapport)  
\_\_\_\_ Uses a professional introduction  
\_\_\_\_ Effectively builds rapport  
\_\_\_\_ Uses an agenda with a Business Reason and smoothly transitions to Needs Identification

**25%**            **NEEDS IDENTIFICATION:** (OBJECTIVE: Obtains a clear understanding of buyer's situation in order to prepare a customized presentation)  
\_\_\_\_ Uncovers decision process (decision criteria, people involved, steps, timeframe, etc.)  
\_\_\_\_ Effectively determines relevant facts and attitudes about the company, buying team, etc (Situation)  
\_\_\_\_ Effectively uncovers current needs, problems, goals of the buyer – reasons for change (Problem)  
\_\_\_\_ Asks effective questions that bring to the buyer's attention what happens when problems continue (Implication) and gains if problems are overcome (Need-Payoff)  
\_\_\_\_ Gains pre-commitment to consider product/service

**25%**            **SOLUTION PRESENTATION:** (OBJECTIVE: persuasively matches your product's benefits to meet needs of the buyer)  
\_\_\_\_ Presents benefits based upon needs of the buyer instead of only features  
\_\_\_\_ Delivers a convincing presentation (i.e. quantitative analysis, demonstration, and/or unique points to communicate and persuade)  
\_\_\_\_ Effectively involves the buyer in the presentation  
\_\_\_\_ Effectively uses trial closes (follow-up questions to determine where the buyer is in the decision process)

**15%**            **OVERCOMING OBJECTIONS:** (OBJECTIVE: eliminates concerns and addresses questions to the buyer's satisfaction)  
\_\_\_\_ Initially gains better understanding of objection (i.e., Clarifies objection/concern)  
\_\_\_\_ Effectively answers the objection (i.e., Addresses objection/concern)  
\_\_\_\_ Confirms that the objection is no longer a concern of the buyer (i.e., Confirms comfort)

**10%**            **CLOSE:** (OBJECTIVE: takes initiative to understand where you stand with the buyer now and in the future and asks to advance the sale in some manner)  
\_\_\_\_ Identifies buyer's readiness to commit and/or provides an appropriate summary or reason to close  
\_\_\_\_ Asks for business or appropriate commitment from the buyer

**15%**            **COMMUNICATION SKILLS**  
\_\_\_\_ Effective verbal communication skills (active listening; relevant responses to buyer's signals; clear and professional verbiage)  
\_\_\_\_ Appropriate non-verbal communication (eye contact, posture, gestures, dress)  
\_\_\_\_ Meeting etiquette (Onsite: seat, table; Online: screen sharing, camera angle, lighting, background)

**5%**            **OVERALL**  
\_\_\_\_ Salesperson's enthusiasm and confidence  
\_\_\_\_ Knowledgeable on the product, industry, and business in general  
\_\_\_\_ Flowing conversation rather than a scripted role-play

Comments:

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