

Internal Sales Competition (ISC)

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:
