

# UW-W All-Campus Sales Competition

## Score Card

Competitor: \_\_\_\_\_

### OPENING

- Greeting appropriate in length and establish rapport.
- Bridged gap from prior meeting.
- Captured customer's attention and value statement.

Comments:

Score \_\_\_ / 15

### GIVING INFORMATION

- Confirm purpose for the meeting and set the table for a decision.
- Summarized prior meetings and customer desires
- Utilized open-ended questions to learn more about the prospect's situation.
- Using questions uncovered problems and implications If those problems aren't resolved.
- Summarized the issues and gained commitment to presented appropriate product information and pricing to address concerns.

Comments:

Score \_\_\_ / 35

### CLOSING THE SALE

- Show proper use of trial closes and questions to reinforce the value of.
- Properly negotiate coverages and pricing
- Close the sale

Comments:

Score \_\_\_ / 30

### OVERALL

- Responded to objections thoughtfully and clearly by re-stating the objection and handling the objections.
- Let the prospect speak/utilized silence effectively.
- Professional in dress, demeanor, and manner.
- Verbal communication (voice volume and pace).
- Non-verbal (eye-contact, mannerisms, presence).
- Flow (logical and natural flow to the meeting).

Comments:

Score \_\_\_ / 20

**Total Points Received: \_\_\_\_\_ / 100**

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_