### First Appointment Judging Sheet

**2018 12th Annual National Team Selling Competition**

<table>
<thead>
<tr>
<th>Sales Team</th>
<th>Judge First Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

#### APPROACH / TOOK THE LEAD 10%
- Professional introduction & rapport building
- Defined attendees purpose and roles
- Demonstrated enthusiasm and confidence

<table>
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<tr>
<th>Exceptional</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Weak</th>
</tr>
</thead>
</table>

#### IDENTIFIED NEEDS 60%
- Discovered current problems and goals
- Confirmed/uncovered relevant facts (decision process, criteria, peopled involved, etc.)
- Asked effective questions to obtain pertinent information
- Identified potential issues and limitations

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#### EXPLORED POSSIBLE SOLUTIONS *(Discussion of benefits/solution, clear, concise)* 20%
- Confirmed solutions linked to needs
- Tested for agreement and understanding
- Effective verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Established a two-way dialog while exploring possible solutions

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#### CONFIRMED NEXT STEPS 10%
- Established expectations
- Built anticipation for the next meeting

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**Comments:**
Second Appointment Judging Sheet
2018 12th Annual
National Team Selling Competition

Sales Team ____________________ Judge First Name ____________________

APPROACH / TOOK THE LEAD 5%
- Professional introduction & rapport building
- Defined attendees purpose and roles
- Demonstrated enthusiasm and confidence

Exceptional 5 4 3 2 1 Weak

CONFIRMATION OF NEEDS 10%
- Confirmed client goals
- Confirmed/uncovered relevant facts (e.g., decision process; criteria, people involved, etc.)
- Asked effective questions to obtain any missing information or potential issues

Exceptional 5 4 3 2 1 Weak

ANALYTICS (Sourcing information, quantifying opportunities, solutions) 15%
- Utilized compelling data to identify opportunity for client
- Used facts/data to link opportunity to account goals
- Demonstrated value of proposed solution

Exceptional 5 4 3 2 1 Weak

PRESENTATION OF SOLUTION (Demonstrated excitement, utilized visual aids) 25%
- Confirmed solution linked to client goals
- Effective verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Established a two-way dialog
- Tested for agreement and understanding

Exceptional 5 4 3 2 1 Weak

OVERCAME OBJECTIONS (Eliminated concerns) 25%
- Gained understanding of objection (clarified the objection)
- Effectively answered the objection
- Linked solution to needs
- Confirmed that the objection is no longer a concern

Exceptional 5 4 3 2 1 Weak

DEVELOPED ACTION PLAN 20%
- Reinforced the benefits and link to needs
- Communicated clear actions / roles / responsibilities
- Defined timelines and measures
- Provided clear logical explanation of steps

Exceptional 5 4 3 2 1 Weak

Comments: