



KELLEY SCHOOL OF BUSINESS
 CENTER FOR GLOBAL SALES LEADERSHIP
 National Team Selling Competition

2020 National Team Selling Competition

First Appointment Judging Sheet

Sales Team _____

Judge First Name _____

10% APPROACH / TOOK THE LEAD

- Professional introduction & rapport building
- Defined attendees' purpose and roles
- Demonstrated enthusiasm and confidence

Exceptional 5 4 3 2 1 **Weak**

60% IDENTIFIED NEEDS

- 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

Exceptional 5 4 3 2 1 **Weak**

20% COMMUNICATION / EXPLORED POSSIBLE SOLUTIONS (*Discussion of benefits/solution, clear, concise*)

- Confirmed solutions linked to needs
- Tested for agreement and understanding
- Effective verbal communication (*active listening; restated, rephrased, clarified, probed for understanding*)
- Appropriate **virtual** non-verbal communication (*eye contact, posture, attire, camera level, background, lighting*)
- Established a two-way dialog while exploring possible solutions

Exceptional 5 4 3 2 1 **Weak**

10% CONFIRMED NEXT STEPS

- Established expectations
- Built anticipation for the next meeting

Exceptional 5 4 3 2 1 **Weak**

COMMENTS:





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Second Appointment Judging Sheet

Sales Team _____

Judge First Name _____

5% **APPROACH / TOOK THE LEAD**

- Professional introduction & rapport building
- Defined attendees' purpose and roles
- Demonstrated enthusiasm and confidence

Exceptional 5 4 3 2 1 Weak

10% **CONFIRMATION OF NEEDS**

- 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

15% **ANALYTICS** (Sourcing information, quantifying opportunities, solutions)

- 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

25% **COMMUNICATION / PRESENTATION OF SOLUTION** (Demonstrated excitement, utilized visual aids)

- Confirmed solution linked to client goals
- Effective verbal communication (active listening; restated, rephrased, clarified, probed for understanding)
- Appropriate **virtual** non-verbal communication (eye contact, posture, attire, camera level, background, lighting)
- Established a two-way dialog
- Tested for agreement and understanding

Exceptional 5 4 3 2 1 Weak

25% **OVERCAME OBJECTIONS** (Eliminated Concerns)

- 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

20% **DEVELOPED ACTION PLAN**

- 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:

