

Selling with the Bulls

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| | Event | |
| | Round number | |
| | Room Number | |
| | Participant Name | Judge Number |
| | Participant Number | |

| | | |
|-----------------|---|-------------|
| Approach | Professional introduction | 0 1 2 3 4 5 |
| | Salesperson gains prospect's attention | |
| | Effectively builds rapport | |
| | Smooth transition into Needs Identification | |

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| Needs Identification | Uncovered decision process (decision criteria, people involved in decision process) | 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 |
| | Effectively determined relevant facts about company and / or buyer problems, goals, etc.) | |
| | Asked effective questions that brought to buyer's attention what happens to company or buyer when problems continue (helped to convert implied to explicit needs) | |
| | Gain pre-commitment to consider the product / service and smooth transition to presentation | |
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| Product / Service Presentation (persuasively match benefits to buyer needs / wants) | Presented benefits based upon needs of buyer instead of only features | 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 |
| | Logical, convincing presentation (display a strategy to communicate and persuade; clearly understand needs "hot buttons" of prospect and concentrates on those needs) | |
| | Used appropriate / professional visual aids | |
| | Effectively communicated different elements of service and experience | |
| | Effectively involves the buyer in the demonstration | |
| | Effective use of trial closes (follow-up to determine where buyer is in decision process) | |

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| Overcoming Objections (eliminate concerns to the customer's satisfaction) | Initially gains better understanding of objection (clarifies or allows buyer to clarify objection) | 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 |
| | Effectively answers the objection | |
| | Confirms that the objection is no longer a concern of the buyer | |

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| Close / Secure Commitment | Persuasive in presenting a reason to buy | 0 1 2 3 4 5 6 7 8 9 10 |
| | Asked for sale or appropriate commitment from the buyer, given the nature of sales call | |

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| Communication Skills | Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding) | 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 |
| | Appropriate non-verbal communication | |
| | Verbiage (clear, concise, professional) | |

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|----------------|---------------------------------------|-------------|
| Overall | Salesperson enthusiasm and confidence | 0 1 2 3 4 5 |
| | Product knowledge | |

TOTAL SCORE