2016 Sweet 16 Sales Challenge
Contestant Evaluation Sheet

Salesperson Name: ______________________ Judge Name: ______________________

Role Play: ______ Aerotek ______ Time: __________ Judge Room #: __________

Score each item below on a 0 to 10 scale with 10 being the best possible score and 0 the absence of the skill or behavior being evaluated. The average of each section will be multiplied by the weighted assigned each section. The scores of all judges will be added together for the overall score. Role Play: 12 minutes

5% APPROACH (Effectively gain attention and build rapport)
______ Provided a professional introduction and agenda
______ Gained prospect’s attention
______ Effectively built rapport & smoothly transitioned to need identification

25% NEEDS IDENTIFICATION (Obtain a clear understanding of the buyer’s needs)
______ Uncovered decision process (Identified the decision maker, decision criteria and budget)
______ Effectively determined relevant facts about the company and buyer
______ Asked effective questions, uncovered/qualified/clarified buyer needs
______ Gained pre-commitment to consider the product/service

25% PRESENTATION (Persuasively match product’s benefits to buyer’s needs)
______ Presented benefits of product/service instead of simple features
______ Used appropriate visual aids
______ Effectively demonstrated the product/service
______ Effectively involved the buyer in the demonstration
______ Effectively tied presentation points to needs/issues highlighted in business review

15% OVERCOMING OBJECTIONS (Eliminate buyer’s concerns and questions)
______ Gained understanding of the objection
______ Effectively answered the objection
______ Confirmed objection is no longer a concern for the buyer

10% CLOSE (Ask for the sale)
______ Asked for a commitment and provided next step information

20% OVERALL PRESENTATION
______ Displayed effective verbal communication skills (active listening, verbiage, probing)
______ Utilized appropriate nonverbal communication
______ Displayed appropriate enthusiasm
______ Demonstrated product knowledge

COMMENTS/FEEDBACK: