National Shore Sales Challenge (NSSC)
Judging Criteria

Name _____

INTRODUCTION & RELATIONSHIP BUILDING (1-10) Weighting - 5 %

- Introduced himself / herself professionally and built rapport
- Gained prospect's attention
- Demonstrated enthusiasm and confidence
- Demonstrated smooth transition into needs identification)

NEEDS IDENTIFICATION (1-10) Weighting - 25 %

- Uncovered decision process(decision criteria, people involved in decision process)
- Effectively determined relevant facts about company and / or buyer.
- Effectively uncovered needs of the buyer (discovered current problems, goals, etc.)
- Asked effective questions that brought to the buyers' attention what happens to company or the buyer when problems continue (helped convert implied needs to explicit needs)
- Gained pre-commitment to consider the product/service and smooth transition to presentation.

PRODUCT / SERVICE PRESENTATION (Persuasively matched product's benefits to meet needs of the buyer) (1-10) Weighting - 25 %

- Presented benefits-based upon needs of buyer instead of only features.
- Logical, convincing presentation(displays a strategy to communicate and persuade; clearly understands needs "hot buttons" of prospect and concentrates on those needs.
- Used appropriate / professional visual aids).
- Effectively demonstrated product/ service.
- Effectively involved the buyer in the demonstration.
- Effective use of trial closes (follow - up questions to determine where buyer is in decision process)

OVERCOMING OBJECTIONS (Eliminate concerns to customer's satisfaction) (1-10) Weighting - 15 %

- Initially gained better understanding of objection(clarified or allowed partner to clarify the objection).
- Effectively answered the objection. *Confirmed that the objection is no longer a concern of the partner

CLOSE (Take initiative to understand where you stand with buyer now and for the future) (1-10) Weighting - 10%

- Persuasive in presenting a reason to buy.
- Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call

COMMUNICATION SKILLS (1-10) Weighting - 15%

- Effectively used verbal communication(active listening; restated, rephrased, clarified, probed for understanding).
- Appropriate non-verbal communication.
- Verbiage (clear, concise, professional)

OVERALL (1-10) Weighting - 5 %

- Enthusiasm and confidence.
- Product knowledge

General Comments_____