

Group Selling Situation --Role Play Evaluation

Seller A _____

Role Play Score ____

Seller B _____

Seller C _____

Area that needs most work:

Area done best in:

___ 10 Effective Teamwork and Partnership developed throughout the presentation:

Effective teamwork

Maintained proper contact with all buyers

Candid (tells pros and cons)

Respectful and Friendly (smile)

Developed rapport (professional introduction, gained attention, attempted small talk)

Prepared (knowledgeable, no note cards)

___ 10 Buyer's needs: Discovered/reiterated at the beginning of the presentation (before talking about your product)

Smooth transition into needs identification

All needs listed in paper identified

For resellers, asked both sets

Verified: "Anything else?" or "Anything changed?"

Smooth transition to the presentation

___ 10 Selling explicitly to the buyer's stated needs:

Each presentation point explicitly tied (e.g., "You said you were looking for a product that...our product has ...")

[Not just going through your portfolio or mentioning features that aren't related to needs explicitly]

___ 10 Visual aids and demonstration:

Permission to use desk

Appropriate and professional

(minimum: **personalized** self-created features/benefits chart, 2 testimonials, competitive information, quantified solution)

Easily seen (multiple copies)

Used effectively (got all buyers involved)

10 Did not interrupt or “steamroll” buyer:

Cut off buyer (a little, a lot, not quite while the buyer is supposed to be reading something)

Let buyer talk during the presentation (not just you)

Probe after major points: “Does that meet your needs?” “How does that sound so far?” (Not just “Do you have any questions?”)

10 Nonverbal:

Eye contact

Gestures

Posture (sit up straight, don’t lean over the prospect’s desk)

10 Speech:

Fast/slow

Loud/soft

Clear articulation and enunciation of words

Verbal pauses (ah, uh, okay)

Professional word choice (cheap, stuff, like, you know, you guys, etc.)

10 Enthusiasm and Confidence:

Displayed enthusiasm

Monotone (need to vary the pitch more; monotonous rise/fall of inflection)

Displayed personal confidence

Nervous (tongue-tied)

10 Objections:

Positive attitude

Clarify before answering

Good responses

Always post-objection probe (“Did that answer your question?” not just “Any more questions?”)

10 Commitment:

Timely

Achieved at least minimum goal for call

Post-close communication (said “wise decision” immediately, probing, deciding on next step)
