

**Seller** \_\_\_\_\_ **Role Play Score** \_\_\_\_\_

Area that needs most work \_\_\_\_\_ Area done best in \_\_\_\_\_

---

**\_\_\_ 10 Partnership developed throughout the presentation:**

Respectful  
Candid (tells pros and cons)  
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 buyer 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)