



RNMKRS

Spring 2020

COMPETITION SCORING SHEET

10%: Opening (Effectively gain attention and build rapport)

- Professional Introduction
- Effectively builds rapport
- Communicates agenda for the meeting
- Smooth transition into Discovery

45%: Discovery (Obtain a clear understanding of customer's situation in order to prepare a customized presentation)

- Determines relevant facts about company
- Effectively gains basic understanding of Buyer's problems/challenges
- Explores the effect of these problems/challenges
- Explores the implications if the problem/challenge is NOT overcome
- Explores the gains made if problem/challenge is overcome
- Summarizes the problems/issues uncovered
- Gains pre-commitment to consider seller's product and smoothly transitions to Presentation

10%: Presentation (Gives a brief overview of the product/company and a potential solution to build credibility to gain a second appointment to present the solution.)

- Gives a brief overview of the company
- Presents potential solution to build credibility to secure return presentation
- Present 3rd party case, endorsement or data to support claim
- Gets agreement that Buyer believes product can help them meet goals

15% : Overcoming Objections (Eliminate concerns or questions to Buyer's satisfaction)

- Gets clarification on the stated objection
- Effectively answers the objection
- Confirms that the objection is no longer a concern for the Buyer

10%: Closing (Get Buyer commitment for the follow-on meeting)

- Persuasively presents a reason to commit to another appointment
- Asks for appropriate commitment from the Buyer given the nature of the call

5 %: Communication Skills

- High Buyer-to-Seller word ratio (listens to the Buyer rather than talking)

5 %: Empathy

- Empathetic to Buyer's challenges, issues