



RNMKRS Syllabus and Grading Best Practice Ideas And Scoring Rubric

[From Rob Peterson, Ph.D. - Northern Illinois University:](#)

Rainmakers (RNMKRS) Sales Contest: 100

RNMKRS is a collegiate sales contest where you interact with a BOT as the buyer. It's new, it takes some adjusting to, but it's the future. There are prep requirements. It is an app you should download and play. Your evaluation will be based on enrolling in the contest, uploading a complete profile, your resume, LinkedIn URL, career aspiration statement, watching the preparation videos, performing the role play, and your final ranking in the contest.

[From Ricky Ferguson Ph.D. - Indiana State University:](#)

"Below is what I have in my syllabus relating to RNMKRS. It is a mandatory participation and is 20% of their grade."

RNMKRS/Dell Sales Presentation (100 points) - This presentation will be a virtual sales call. You will be provided with all case information about your prospective client prior to the sales call. The virtual sales call will take place in April 2020 as part of the RNMKRS Virtual Sales Competition. Your grade on the assignment will not be based on how high you place in the competition, but on how you do on incorporating all the aspects of the sales process. Please refer to the specific grading rubric for the sales competition. Your sales call will be evaluated on these components. You will need to use all elements of the sales presentation mix in your sales call. Where, and when, you incorporate them will depend on the situation. As a salesperson, you must be able to develop your own presentation style, but certain elements are necessary. Only you know what will work for you when under pressure. "Canned" or "packaged" presentations are generally not as effective as customized presentations.

[From Stefanie Boyer, Ph.D. - Bryant University](#)

RNMKRS Virtual Sales Competition – 50 points total: Register your complete profile with resume (10 points), Watch training videos and attend webinars (10 points), Compete (30 points) – Score in the top 20% - get a boost

See below for rubric

Task	Excellent	Satisfactory	Poor
Complete profile	All sections complete by due date, void of spelling errors, thoughtful and complete "about me" and "career aspirations" section, and correct email.	All sections complete by due date, void of spelling errors, general "about me" and "career aspirations" section, and correct email.	All sections complete by due date, spelling errors, incomplete "about me" or "career aspirations" section, and correct email.
Upload resume	Resume uploaded in system by due date, updated with recent and major accomplishments, honors, and experience with a clear focus. No spelling errors.	Resume uploaded in system by due date, with major accomplishments, honors, and experience with a clear focus. No spelling errors.	Resume uploaded in system by due date, missing some accomplishments, honors, and experience with no focus. Spelling errors.
Attach LinkedIn Profile	Correct LinkedIn page attached to profile, updated to match resume, clear professional photo, complete bio and updated projects.	Correct LinkedIn page attached to profile, mostly updated to match resume, clear professional photo, bio complete.	Error connecting LinkedIn profile, instead connecting page feed.
Watch training videos	Watch all training videos to the end, complete quizzes with all correct answers on content.	Watch all training videos to the end, complete quizzes with mostly correct answers on content.	Watch all training videos, complete quizzes with many incorrect answers on content.
Attend webinars	Attend live Webinar with case partner representatives, participate in chat or live questions. Courteous and professional on call, silence phone when not speaking.	Attend live Webinar with case partner representatives, silence phone when not speaking.	Attend live Webinar with case partner representatives, disrupt call, unprofessional behavior.
Compete	Compete during competition round on game day, complete full role play, execute sales process with 80% success.	Compete during competition round on game day, complete full role play, execute sales process with 65% success.	Compete during competition round on game day, complete full role play, execute sales process with 40% success.



RNMKRS Virtual Competition Scoring Rubric

5pts: Meeting Opening (Effectively gains attention and builds rapport)

Professional Introduction

Effectively builds rapport

Explains purpose and goals of the meeting

Smooth transition into needs identification

45 pts: Needs Identification (Obtain a clear understanding of customer's situation in order to prepare a customized presentation)

Uncovers decision process (criteria, people, timing)

Determines relevant facts about company/buyer

Effectively gains basic understanding of buyer's problems/challenges

Explores the effect of these problems/challenges (implications)

Explores the gains made if problem/challenge is overcome

Summarizes the problems/issues uncovered

Gains pre-commitment to consider seller's product

Smoothly transitions to presentation

10 pts: Presentation

Brief overview of the company and potential solution to build credibility to secure return presentation

15 pts: 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 pts: Gain Commitment (Understands status with the buyer now and for the future)

Persuasive in presenting a reason to commit to another appointment

Asks for appropriate commitment from the buyer given the nature of the call

10 pts: Communication Skills

Low filler count ("awesome, cool, great etc)

High Buyer to Seller word count (listening to the buyer rather than talking)

5 pts: Likable and Trustworthy

Enthusiastic and confident

Empathetic to Buyer's challenges, issues
