

State Farm® Marketing and Sales Competition

@ University of Central Missouri (UCM)

SALES ROLE PLAY EVALUATION (100 Points)

Student Salesperson/Code _____

Evaluator Number _____

0= nonexistent, 1 -2 poor, 3-4= fair, 5-6= good, 7-8= very good, 9-10 Excellent

<p><u>Approach</u></p> <ul style="list-style-type: none"> Professional and genuine introduction. Appropriate dress/appearance. Quickly builds rapport and engages prospect. Smooth transition into needs identification; asks permission to go forward with questioning. 	<p><u>Approach Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p><u>Comments</u></p>
<p><u>Needs Identification</u></p> <ul style="list-style-type: none"> Situation questions: general data-gathering questions and/or validation of <u>precall</u> information. Problem questions: questions about specific difficulties, problems, or dissatisfactions. Implication questions: helps the prospect recognize the true ramifications of the problem; the ongoing cost, the missed opportunities. Need Payoff questions: solution centered; has prospect articulate the value of the solution. 	<p><u>Needs ID Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p><u>Comments</u></p>
<p><u>Presentation</u></p> <ul style="list-style-type: none"> Smooth transition into the presentation. Has a professional presentation showing subject matter expertise. Presentation is logical, well-practiced, and persuasive while demonstrating benefits based on customer needs. Uses verbal probing to access prospect's reaction (verbal & nonverbal) to determine when the prospect is satisfied and/or ready to buy. 	<p><u>Presentation Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p><u>Comments</u></p>
<p><u>Responding to Objections</u></p> <ul style="list-style-type: none"> Understands objections and clarifies objection before responding. Uses appropriate response techniques. Confirms objections are answered. Asks questions after responding to ensure concern was answered to prospect's satisfaction. 	<p><u>Objections Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p><u>Comments</u></p>
<p><u>Closing</u></p> <ul style="list-style-type: none"> Is persuasive in presenting position and/or a reason to buy. Used good closing techniques when appropriate and asks for an appropriate commitment from the prospect. Has an effective close. Obtains some form of commitment to resolve the concern and/or move the sale forward. Confirms customer's choice. Is professional and thanks them for their time. Displays a smooth departure. 	<p><u>Closing Overall Score:</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p><u>Comments</u></p>
<p><u>Communication</u></p> <ul style="list-style-type: none"> Uses professional language. Avoids fillers. Has good tone and variation in pitch. Displays active listening skills. Doesn't interrupt. Asks good follow-up questions. Encourages prospect to engage in the conversation. Clarifies where needed. Restates or rephrases information. Asks good probing questions. Good non-verbals: eye contact/gestures. Shows enthusiasm and confidence in their approach; not scripted. 	<p><u>Communication Overall Score</u></p> <p style="text-align: center;">0 1 2 3 4 5 6 7 8 9 10</p> <p style="text-align: center;">Total _____</p>	<p><u>Comments</u></p>
<p style="text-align: center;"><u>Overall Score:</u></p> <p style="text-align: center;">Total _____</p>		