

Presenting Solutions Role Play Rubric

Approach (10%)

1. Professional Introduction - Provided name, organization, and position; used buyer's name; smiled, appropriate eye contact; enthusiastic, confident.
2. Built/Established Rapport - Raised comfort of prospect; lowered barriers; started building trust
3. Salesperson gained prospect's attention - Provided relevant value proposition (situation appropriate)
4. Set Situation Appropriate Agenda - gained commitment to continue
5. Confirmed Decision Process - Decision criteria, steps, and people involved in the decision
6. Effectively transitioned to Review of Previous Call

Review Previous Call (20%)

1. Business Objectives/Goals - Reviewed buyer's relevant business objectives and goals.
2. Reviewed buyer's needs, including problems, implications, and benefits from addressing the needs.
3. Addressed any changes or additions to the needs brought up by the prospect.
4. Confirmed Review - Gained buyer's agreement to objectives and needs as presented.

Presenting Solutions (40%)

1. Presented the specific features that meet the established needs (not feature dumping).
2. Presented specific benefits associated with each feature presented.
3. Quantified value of each solution or otherwise clearly articulated value of the solutions.
4. Confirm Viability of Solution - Gained buyer's agreement that the proposed solutions will work for the buyer (and in the buyer's situation).
5. Incorporated relevant sales aids to effectively communicate key points.
6. Employed strategies to keep the buyer engaged in conversation about solutions.
7. Effectively presented pricing structure (prior to closing).

Handling Objections (10%)

1. Clarified Objections - For each objection, asked the buyer for clarification, or paraphrased the objection to ensure mutual understanding.
2. Handled Objection – Provided convincing resolutions to the objections.
3. Confirmed Resolution – Confirmed objections have been resolved.

Gaining Commitment (15%)

1. Summarized the needs and value of the solutions
2. Made a compelling case the solutions provide a meaningful ROI and/or help the prospect achieve key strategic objectives
3. Asked for Commitment – Provided a compelling request for commitment (primary sales call objective).
4. Handled Response Effectively.
5. Clearly laid out appropriate "action items" and related timeline.



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Overall (5%)

1. Kept Buyer Engaged - Kept buyer's attention and interaction throughout the meeting.
2. Demonstrated Active Listening - Demonstrated an understanding of the buyer's thoughts and feelings; adjusted verbiage to fit within the context of the buyer's situation.
3. Non-verbal Communication - The salesperson maintained appropriate eye contact and presented a pleasant and professional demeanor.
4. Verbal Communication - Conversational – non-scripted – adapted to prospect - used appropriate verbiage - supported a pleasant and professional demeanor.
5. Professionalism - Salesperson projected professionalism (e.g., appearance, attitude, business acumen, confidence, demeanor, etc.)
6. Understood Scenario - The salesperson knew and understood the buyer's needs (as presented in the scenario)
7. Understood Their Company's Solutions - The salesperson presented relevant and accurate solutions (based on the company they were representing)