

**PSE Pro-Am Sell-a-Thon
Coaching Session Checklist - Score Card**

Seller _____

Coach _____

BUYING INFLUENCES (*4 in every sale; one person could play multiple roles*)

- Demonstrated understanding of overall buying influence roles
- Identified buying influences and discussed missing information relative to specific role play

Comments:

Score: /10

CUSTOMER CONCEPT (*what customer is trying to fix, accomplish or avoid*)

- Described buying influence's concept (as pertains to upcoming meeting)
- Identified missing or unclear information
- Shared plan to fill information gaps

Comments:

Score: /20

SINGLE SALES OBJECTIVE (*specific business that seller aims to secure by calling on a specific buyer*)

- Company/Specific Area; Product/Service; Sales Revenue/Other Units; Target Close Date
- Understands what will be different for the customer once the objective is achieved
- Represented an understanding of what he/she thinks it will take to reach objective

Comments:

Score: /10

OVERALL

- Asked solid questions to help confirm plan or further develop plan for face-to-face meeting.
- Completed available reading materials in advance
- Demonstrated enthusiasm regarding competition and sales profession

Comments:

Score: /10

TOTAL POINTS: /50

Coaches can also conduct a mock customer meeting with students. Follow Customer Meeting Criteria – Score Card.