

**PSE Pro-Am Sell-a-Thon**  
**Effective Customer Meeting Criteria - Score Card**

Seller \_\_\_\_\_

Judge \_\_\_\_\_

**OPENING**

- Greeting appropriate in length and topic **(5 pts)**
- Bridged gap from prior communication **(2 pts)**
- Captured customer's attention **(3 pts)**

Comments:

Score: /10

**GETTING INFORMATION** (*learning about customer's business so seller understands his/her situation*)

- Effectively utilized **confirmation question(s)** at beginning of meeting to build foundation before presenting product information (*key words: still, remain, continue, now, currently*) **(10 pts)**
- Leveraged **new information question(s)** to encourage the buyer to openly explore his/her concept (*key words: who, where, when, what, how much, how many, how elaborate, describe, demonstrate*) **(10 pts)**
- Asked effective **attitude question(s)** to understand buyer feelings or real issues (*key words: opinion, feeling, reaction, attitude*) **(10 pts)**
- Utilized or referenced other resources that were or could be helpful in obtaining insights about customer situation **(5 pts)**

Comments:

Score: /35

**GIVING INFORMATION** (*while presenting product information, effectively established link to buyer's concept*)

- Demonstrated fit between solution and concept **(10 pts)**
- Presented appropriate information for Buying Influence role **(2 pts)**
- Shared unique strengths and differentiated solution **(8 pts)**

Comments:

Score: /20

**GETTING COMMITMENT** (*resolving uncertainties that might prevent a customer from buying despite solution fit*)

- Asked **commitment questions** before the end of the meeting to ensure the buyer will take action to move the sale forward (*key words: decide, direct, schedule, determine, propose, provide, secure, agree, recommend*) **(15 pts)**
- Maintained balance between seller commitments and buyer commitments **(5 pts)**

Comments:

Score: /20

**OVERALL**

- Demonstrated Joint Venture attributes **(5 pts)**  
(*asking, learning, exploring, searching for fit, customer-focus*)
- Practiced Golden Silence **(3 pts)**
- Professional presentation – attire, mannerism **(2 pts)**
- Communication style – volume, pace, eye contact **(2 pts)**
- Logical flow/order to dialog and questions **(2 pts)**

Comments:

Score: /15

**TOTAL POINTS: /100**