

**PSE Pro-Am Sell-a-Thon**  
Score Card

Student Seller: \_\_\_\_\_

Judge: \_\_\_\_\_

**OPENING**– Builds rapport and credibility

- \_\_ / 3: Positive contact and professional manner
- \_\_ / 2: Refers to the Video Call
- \_\_ / 2: Communicates an agenda for the call
- \_\_ / 3: Customer based focus vs. self-focused communication

Feedback:

Opening Total \_\_/10

**EXPLORATORY**– Question to learn about customer - where they are today and where they want to be (Difference = GAP)?

- \_\_ / 10: **Overview Questions:** Asks the customer about company and the role the product/service plays within the organization
- \_\_ / 10: **Focusing Questions:** Explores customer’s specific needs, concerns or specific criteria. Determine other aspects of importance’s and current level of satisfaction.
- \_\_ / 10: **Realization Questions:** Questions customer so they realize the difference between the ideal results vs. current actual results. Student discovers the GAP – and asks what impact it would have on business to close the GAP.

Feedback:

Exploratory Total: \_\_/30

**PRESENTATION** - Presenting product information with direct link to customers GAP.

- \_\_ / 5: **Proposal:** Restates customer’s needs; Uses response check and direct benefit statement.
- \_\_ / 10: **Solution:** Clearly explains the Features (What it is), Advantages (How it works), and Benefits (Benefit = GAP) of the solution; Clearly ties the solution to the customers’ needs and desired outcome. Response check.
- \_\_ / 5: **Summary:** Reviews and summarizes the customer’s needs; Restates the proposed solution AND benefits, which tie to the customers GAP. Response check.
- \_\_ / 10: **Closure:** Asks for the order/appropriate next step in the process.

Feedback:

Presentation Total: \_\_/30

**QUESTION AND OBJECTION HANDLING** –Leveraging L-A-E-R to address concerns/resistance/questions/objections throughout the entire sales call.

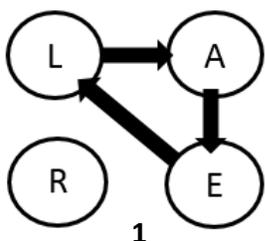
- \_\_ / 5: **Listen:** Actively listens to the customer concern
- \_\_ / 10: **Acknowledges** the question/concern verbally and non-verbally
- \_\_ / 10: **Explore:** Asks additional questions to better understand
- \_\_ / 5: **Respond:** Effectively answers customers question or objection

Feedback:

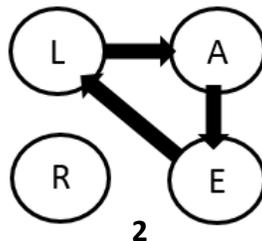
LAER Total: \_\_/30

*L-A-E-R Process – Student should go through L-A-E at least twice before Responding for top scoring.*

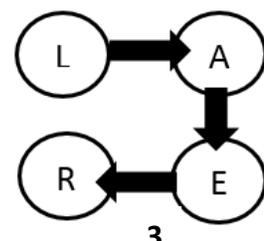
Objection



Acknowledge & Explore



Acknowledge & Explore



Respond