

Team Preparation Rubric

75 POINTS

| Indicator | Very strong evidence of skill | Moderate evidence of skill | Weak evidence of skill | Points Possible | Points Earned |
|--------------------------------------|--|---|---|-----------------|---------------|
| Effective listening | 7–10 points | 4–6 points | 0–3 points | 10 | |
| | Clearly evident that all team members are listening | Listening occurs but distraction is evident | Not listening to each other and/or talking over each other | | |
| Oral communication | 5–7 points | 3–4 points | 0–2 points | 7 | |
| | Clearly evident that all team members are discussing the topic | Communication occurs but side conversations are occurring or two to three members dominating | One member dominating conversation | | |
| Demonstrated cooperation | 7–10 points | 4–6 points | 0–3 points | 10 | |
| | All team members clearly completing tasks, sharing written and oral solutions | Tasks primarily completed by two to three members, other members assist occasionally | Tasks primarily completed by one member | | |
| Respect | 8–12 points | 5–7 points | 0–4 points | 12 | |
| | Clearly all team members respected the input of other team members. | Most team members respected the input of other team members. | The team members did not respect the input of other team members. | | |
| Participated in the team preparation | 6–8 points | 3–5 points | 0–2 points | 8 | |
| | All team members are clearly engaged, attentive, and making notes for the full term of event | Members are engaged and attentive with two to three making notes, participation fades over time | No members form the primary team, no other members participate | | |
| Product knowledge | 5–7 points | 3–4 points | 0–2 points | 7 | |

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|------------------------------|---|--|---|---|--|
| | All team members clearly demonstrated knowledge of the product | Most team members demonstrate knowledge of the product | None of the team members demonstrate knowledge of the product | | |
| Completing Team Goal | | | | | |
| Building rapport | Team identified at least four potential questions to build rapport for the scenario. | Team identified at least two potential questions to build rapport for the scenario. | Team identified no potential question to build rapport for the scenario. | 3 | |
| Establish common interests | Team identified at least four common interests that they have with the customer. | Team identified at least two common interests that they have with the customer. | Team identified no common interests that they have with the customer. | 3 | |
| Discover through questioning | Team identified at least four questions to identify the wants and needs of the customer. | Team identified at least two questions to identify the wants and needs of the customer. | Team identified no questions to identify the wants and needs of the customer | 3 | |
| Active listening | Team identified four active listening skills or techniques to determine wants and needs. | Team identified two active listening skills or techniques to determine wants and needs. | Team identified no active listening skills or techniques to determine wants and needs. | 3 | |
| Identifying needs and wants | Team identified at least four potential needs and wants of the customer and how the product meets those needs and wants | Team identified at least two active potential needs and wants of the customer and how the product meets those needs and wants. | Team identified no potential needs and wants of the customer and how the product meets those needs and wants. | 3 | |
| Objectives | Team identified at least two potential objections of the customer. | Team identified at least one potential objection of the customer. | Team identified no potential objections of the customer. | 3 | |
| Concerns | Team identified two concerns of the customer. | Team identified at least one concern of the customer. | Team identified no concerns of the customer. | 3 | |
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Team Questions Rubric

75 POINTS

| Indicator | Very strong evidence of skill | Moderate evidence of skill | Weak evidence of skill | Points Possible | Points Earned |
|---------------------------------------|--|--|--|-----------------|---------------|
| Rapport | 4–5 points | 3–2 points | 0–1 point | 5 | |
| | All team members questioned provided a different question to build rapport. | Half of team members questioned provided a different question to build rapport. | None of the team members questioned were able to provide a question to build rapport. | | |
| | 7–10 points | 4–6 points | 0–3 points | 10 | |
| | All questions for building rapport were appropriate and pertinent to the scenario. | Most questions for building rapport were appropriate and pertinent to the scenario. | Questions for building rapport were not appropriate or pertinent to the scenario. | | |
| Common interests | 4–5 points | 3--2 points | 0–1 point | 5 | |
| | All team members questioned contributed common interests that team members have with the customer. | Half of team members questioned contributed common interests that team members have with the customer. | No team members contributed common interests that team members have with the customer. | | |
| | 7–10 points | 4–6 points | 0–3 points | 10 | |
| | All identified common interests were appropriate and pertinent to the scenario. | Most identified common interests were appropriate and pertinent to the scenario. | Identified common interests were not appropriate or pertinent to the scenario. | | |
| Questions to identify wants and needs | 4–5 points | 2–3 points | 0–1 point | 5 | |
| | All team members questioned contributed questions to identify the wants and needs of the customer and identified the active listening technique. | Half of team members questioned contributed questions to identify the wants and needs of the customer and identified the active listening technique. | No team members contributed questions to identify the wants and needs of the customer, nor did they identify the active listening technique. | | |

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|---------------------------------------|---|--|--|----|--|
| Questions to identify wants and needs | 7–10 points | 4–6 points | 0–3 points | 10 | |
| | All questions and active listening techniques for identifying needs and wants were appropriate and pertinent to the scenario. | Most questions and active listening techniques for identifying needs and wants were appropriate and pertinent to the scenario. | Questions and active listening techniques for identifying needs and wants were not appropriate or pertinent to the scenario. | | |
| Determine wants and needs | 4–5 points | 2–3 points | 0–1 point | 5 | |
| | All team members questioned contributed potential needs and wants for the customer and explained how the product meets those needs and wants. | Half of team members questioned contributed a potential need and want of the customer and explained how the product meets those needs and wants. | No team members provided potential needs or wants of the customer or explained how the product meets those needs and wants. | | |
| | 7–10 points | 4–6 points | 0–3 points | 10 | |
| | All potential needs and wants and how the product meets those needs were appropriate and pertinent to the scenario. | Most potential needs and wants and how the product meets those needs were appropriate and pertinent to the scenario. | Potential needs and wants and how the product meets those needs were not appropriate and pertinent to the scenario. | | |
| Objections and concerns | 7–10 points | 4–6 points | 0–3 points | 5 | |
| | All team members questioned contributed potential objections and potential concerns for the customer. | Half of team members questioned contributed potential objections and potential concerns for the customer. | No team member contributed potential objections or potential concerns for the customer. | | |
| | 7–10 points | 4–6 points | 0–3 points | 10 | |
| | All potential objections and concerns identified were appropriate and pertinent to the scenario. | Most potential objections and concerns identified were appropriate and pertinent to the scenario. | Potential objections and concerns identified were not appropriate and pertinent to the scenario. | | |

TOTAL POINTS EARNED OUT OF 75 POSSIBLE

Individual Sales Call Rubric

150 POINTS

| Indicator | Very strong evidence of skill | Moderate evidence of skill | Weak evidence of skill | Points Possible | Points Earned |
|-----------------------|--|---|---|-----------------|---------------|
| First impression | 4–5 points | 2–3 points | 0–1 point | 5 | |
| | Individual identifies themselves with a good first impression. | Individual mostly identifies themselves with a good first impression. | Individual poorly identifies themselves with a good first impression. | | |
| Personal rapport | 8–10 points | 4–7 points | 0–3 points | 10 | |
| | Individual asks questions and utilizes information from answers in an attempt to build personal rapport. | Individual mostly asks questions and utilizes information from answers in an attempt to build personal rapport. | Individual poorly asks questions and utilizes information from answers in an attempt to build personal rapport. | | |
| Clarifying questions | 11–15 points | 6–10 points | 0–5 points | 15 | |
| | Individual asks questions to learn about the customer's business. | Individual mostly asks questions to learn about the customer's business. | Individual poorly asks questions to learn about the customer's business. | | |
| | 11–15 points | 6–10 points | 0–5 points | 15 | |
| | Individual asks questions to confirm preliminary customer information. | Individual mostly asks questions to confirm preliminary customer information. | Individual poorly asks questions to confirm preliminary customer information. | | |
| Needs and wants | 8–10 points | 4–7 points | 0–3 points | 10 | |
| | Individual confirmed and discovered customer needs and wants. | Individual mostly confirmed and discovered customer needs and wants. | Individual poorly confirmed and discovered customer needs and wants. | | |
| Features and benefits | 8–10 points | 4–7 points | 0–3 points | 10 | |
| | Individual applied features and benefits of their product to the customer's needs/wants. | Individual mostly applied features and benefits of their product to the customer's needs/wants. | Individual poorly applied features and benefits of their product to the customer's needs/wants. | | |

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|--------------------------|--|---|---|----|--|
| Matching needs and wants | 11–15 points | 6–10 points | 0–5 points | 15 | |
| | Individual allows customer to participate in matching their wants/needs to the product features. | Individual mostly allows customer to participate in matching their wants/needs to the product features. | Individual poorly allows customer to participate in matching their wants/needs to the product features. | | |
| Trial close | 8–10 points | 4–7 points | 0–3 points | 10 | |
| | Individual uses appropriate sales technique to confirm customer understanding and/ or identify buying signals. | Individual mostly uses appropriate sales technique to confirm customer understanding and/ or identify buying signals. | Individual poorly uses appropriate sales technique to confirm customer understanding and/ or identify buying signals. | | |
| Objections | 11–15 points | 6–10 points | 0–5 points | 15 | |
| | Student listens and clarifies customers objections. | Student mostly listens and clarifies customers objections. | Student poorly listens and clarifies customers objections. | | |
| Addressing objections | 11–15 points | 6–10 points | 0–5 points | 15 | |
| | Individual applies and discusses the features/benefits of the product to address the customers objections. | Individual mostly applies and discusses the features/benefits of the product to address the customers objections. | Individual poorly applies and discusses the features/benefits of the product to address the customers objections. | | |
| Close or advance sale | 11–15 points | 6–10 points | 0–5 points | 15 | |
| | Student closes or attempts to close the sale. | Student mostly closes or attempts to close the sale. | Student poorly closes or attempts to close the sale. | | |
| Active listening | 11–15 points | 6–10 points | 0–5 points | 15 | |
| | Individual actively listens to comments and answers from the customer. | Individual mostly listens to comments and answers from the customer. | Individual poorly listens to comments and answers from the customer. | | |