

**Seller** \_\_\_\_\_ **ZOOM Role Play Score**      **Paper Score**      **Buyer** \_\_\_\_\_

Product/service:

Area that needs most work:

Area done best in:

Length of role play:

Date of role play:

Special instructions to buyer:

At end:

\_\_\_\_ **10 Partnership developed throughout the presentation:**

Rapport: introduce yourself      attempted small talk      smile

Respectful

Prepared (knowledgeable)

\_\_\_\_ **10 Buyer's needs: Discovered/reiterated before talking about your product**

**All** needs listed in paper identified

Asked: "Anything else?" or "Anything changed since we talked last time?"

\_\_\_\_ **10 Selling explicitly to the buyer's stated needs (Say this: "You said you were looking for a product that...our product has ..."):**

Problem: Just going through your portfolio like an outlined presentation

Problem: Talking about facts without tying back to customer's needs

\_\_\_\_ **10 Visual aids and demonstration:**

Appropriate and professional (minimum: **personalized** with their company name/logo, 2 testimonials, quantified solution, product with you)

Verbally verified that buyer could see it easily

Used effectively (**really** got buyer involved)

\_\_\_\_ **10 Did not interrupt or "steamroll" buyer:**

Problems: cut off buyer

not letting buyer talk much

Quite while the buyer is supposed to be reading something

Probe after major points:

Does that meet your needs? How does this sound? What to cover now?

**DO NOT JUST ASK** "Do you have questions?"

\_\_\_\_ **10 Nonverbals:**

Eye contact

Gestures

Posture

\_\_\_\_ **10 Speech:**

Fast/slow

Loud/soft

Clear articulation

Verbal pauses (avoid ah, uh, okay, so, you know, like)

Professional word choice (avoid cheap, cool, stuff, you guys, etc.)

\_\_\_\_ **10 Enthusiasm and Confidence:**

Displayed enthusiasm      (problems:      monotone      up-speak      sing-song)

Displayed personal confidence      (problem:      pauses      tongue-tied      nervous nonverbals)

Candid (tells pros and cons)

\_\_\_\_ **10 Objections:**

**Positive attitude** (e.g., say, "That's a great question!" or "Glad you asked that," etc.)

Helpful responses

**Always** post-objection probe (say, "Did that answer your question?" **rather than just** "Any more questions?")

\_\_\_\_ **10 Commitment:**

Timely

Said "wise decision" **immediately** if they buy

Probing

Deciding on next step