

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	

	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	

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.		

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.		

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.		