



RNMKRS COMPETITION SCORING SHEET

10%: Opening (Effectively gain attention and build rapport)

- Professional Introduction
- Effectively builds rapport
- Explains purpose and goals of the meeting
- Smooth transition into Discovery

40 %: Discovery (Obtain a clear understanding of customer's situation in order to prepare a customized presentation)

- Determines relevant facts about company
- Effectively gains basic understanding of Buyer's problems/challenges
- Explores the effect of these problems/challenges (implications)
 - Company
 - Buyer's Day-To-Day
- Explores the gains made if problem/challenge is overcome
 - Company
 - Buyer
- Summarizes the problems/issues uncovered
- Gains pre-commitment to consider seller's product
- Smoothly transitions to Presentation

10 %: Presentation (Gives a brief overview of the product/company and a potential solution to build credibility to gain a second appointment to present the solution.)

- Brief overview of the company
- Present potential solution to build credibility to secure return presentation
- Present 3rd party case, endorsement or data to support claim
- Get agreement that Buyer believes product can help them meet goals

15 %: Overcoming Objections (Eliminate concerns or questions to Buyer's satisfaction)

- Gets clarification on the stated objection
- Effectively answers the objection
- Confirms that the objection is no longer a concern for the Buyer

10 %: Closing (Get Buyer commitment for the follow-on meeting)

- Persuasively presents a reason to commit to another appointment
- Asks for appropriate commitment from the Buyer given the nature of the call

10 %: Communication Skills

- Low filler count (“awesome, cool, great” etc.)
- High Buyer-to-Seller word ratio (listening to the Buyer rather than talking)

5 %: Emotional IQ

- Clearly knowledgeable about the product and the industry
- Builds trust with the Buyer
- Empathetic to Buyer's challenges, issues