### Global Bilingual Sales Competition English Judging Sheet

		Ro	und	Ro	om	Judge		Student		Scł	nool	
Index News	ID Number	0	1									
Judge Name:			٥	0	٥	٥	٥	0	٥	٥	0	٥
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Student Name:		3	3	3	3	3	3	3	3	3	3	3
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English Rour		8	8	8	8	8	8	8	8	8	8	8
Spanish Final	Round	9	9	9	9	9	9	9	9	9	9	9

**INSTRUCTIONS:** RATE competitor from 1-10 with 10 being OUTSTANDING & 0 being the ABSENCE of behaviors.

### The Approach – 15%

Professional personal & company introduction	1	2	3	4	5	6	7	8	9	(10)
Connected at a personal level & built trust (valuable small talk)	1	2	3	4	5	6	7	8	9	(10)
Established the reason & agenda for being there	1	2	3	4	5	6	7	8	9	(10)
Smooth transition to needs identification	1	2	3	4	5	6	7	8	9	(10)
Identification of Needs – 50%										
Uncovered decision process (decider, criteria, people involved)	1	2	3	4	5	6	7	8	9	(10)
Determined current situation (problems, needs & points of pain)	1	2	3	4	5	6	7	8	9	(10)
Uncovered & clarified consequences of not solving prospect's problems	1	2	3	4	5	6	7	8	9	(10)
Gained pre-commitment to advance to general product information	1	2	3	4	5	6	7	8	9	(10)
Product Presentation – 10%										
Used professional visual aids to introduce benefits	1	2	3	4	5	6	7	8	9	(10)
Gave just enough information to gain buyer's interest to learn more	1	2	3	4	5	6	7	8	9	(10)
Involved the buyer in the product/service discussion	1	2	3	4	5	6	7	8	9	(10)
Asked trial close questions to gauge interest	1	2	3	4	5	6	7	8	9	(10)

ADDITIONAL SCORING ON NEXT PAGE -

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### **Overcoming Obstacles – 10%**

Gained clear understanding of obstacle	1 2 3 4 5 6 7 8 9 10
Effectively addressed the obstacle & responded clearly	1 2 3 4 5 6 7 8 9 10
Confirmed that obstacle is no longer a concern to the buyer	1 2 3 4 5 6 7 8 9 10
Closing – 5%	
Summarized highlights of meeting in a professional manner	1 2 3 4 5 6 7 8 9 10
Asked for a commitment to move forward	1 2 3 4 5 6 7 8 9 10
Provided information on the next steps	1 2 3 4 5 6 7 8 9 10
General Skills – 10%	
Effective questioning & listening skills & professional language	1 2 3 4 5 6 7 8 9 10
Effective nonverbal communication	1 2 3 4 5 6 7 8 9 10
Displayed appropriate enthusiasm and passion	1 2 3 4 5 6 7 8 9 10
Demonstrated product and company knowledge	1 2 3 4 5 6 7 8 9 10

# PLEASE PROVIDE COMMENTS:

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