Edward Jones Sales Competition
Role-Play Scoring Rubric | Spring 2023

Category	Criteria	Points Possible
Approach	• Professional introduction • Gains prospect's attention • Effectively builds rapport • Smooth transition into needs identification	**10 points**
Needs Identification	• Uncovers the decision process (decision criteria, people involved in the decision process) • Effectively determines relevant facts about the prospective customer • Effectively uncovers needs of the prospect (discovered current problems, goals) • Asks effective questions that brought to the prospect's attention what happens to the company or prospect when problems continue (helped convert implied to explicit needs) • Gain pre-commitment to consider the product and service with a smooth transition to presentation	**35 points**
Product/Service Presentation	• Presents a **brief** overview of the company and value proposition based on discovered needs • Used appropriate/professional visual aids and effectively engages the prospect in the presentation • Effective use of trial close	**5 points**
Overcoming Objections	• Gains a better understanding of objection (clarifies) • Effectively resolves objection or answers question • Confirms objection or question is no longer a concern	**15 points**
Close/Secure Commitment	• Persuasive in presenting a reason to continue the conversation • Asked for an appropriate commitment from the prospect given the nature of the sales call	**10 points**
Communication Skills	• Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding) • Appropriate non-verbal communication • Verbiage (clear, concise, professional)	**15 points**
Overall Impression	• Salesperson enthusiasm and confidence • Does not appear scripted • Demonstrated product knowledge with confidence	**10 points**