

MKTG 4600 – Advanced Selling Strategies

NetSuite Role-Play Evaluation Form

NAMES: _____ Date: _____

APPEARANCE: appropriate borderline appropriate not appropriate

PROFESSIONALISM: Strong -----Weak

TEAMWORK: Strong -----Weak

ENTHUSIASM: Strong -----Weak

OPENING:

Start Mechanics:

C

L

A

P

Written Agenda?

NEEDS IDENTIFICATION:

Use of PQ Worksheet:

Intro of PQ Worksheet

Question Competence:

Purpose / Flow / Thoroughness:

Adaptability / Digging Questions:

Summary Effectiveness:

Use of Highlighter?

BENEFITS PRESENTATION:

Verify?

Present?

Use of Visuals / Proofs:

Imagine This/SS

Brought to life:

Demo effectiveness:

Confirm?

OBJECTION HANDLING:

Clarify?

Respond?

Confirm?

Dealt with "Just Questions"

"any other questions"

CLOSING:

Set-Up

Direct Ask?

Circle Back?

Dealt with Stall?

WRAP-UP:

E

D

G

E

extend?

Final Grade: _____