

OCMC Evaluation Form: Prospect Pitching Case Study

College Name: _____

Student Presenters: 1. _____

Student Presenters: 2. _____

| Section | Score | Comments (please use back of page for additional comments) |
|---|--------------|--|
| Opening <i>Introduction, opening statement, confidence</i> | _ out of 10 | |
| Needs Summary <i>Effectively demonstrate a clear understanding of the customer's situation, including: Relevant facts, needs, problems, goals of buying company</i> | _ out of 10 | |
| Presentation and Demonstration <i>Features and benefits, vocabulary and grammar</i> | _ out of 20 | |
| Organization of Presentation <i>Logical flow and timing of each component of the presentation</i> | _ out of 10 | |
| Closing <i>Choice and use of effective closing techniques</i> | _ out of 15 | |
| Handling Objections <i>Ability to overcome resistance and answer questions</i> | _ out of 10 | |
| Presentation Skills <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i> | _ out of 15 | |
| Subjective Evaluation | _ out of 10 | |
| Total Score | _ out of 100 | |

Prospect Pitching Case Study Judging Considerations

| Section | Score/Possible | Judging Considerations |
|---|--|---|
| <p>Opening Introduction, opening statement, confidence</p> <p>Out of 10</p> | <p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p> | <p>Keep in mind that it is assumed that you have met the sales team before in a discovery meeting</p> |
| <p>Needs Summary Effectively demonstrate a clear understanding of the customer's situation, including: Relevant facts, needs, problems, goals of buying company</p> <p>Out of 10</p> | <p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p> | <p>The students will already have an understanding of the prospects needs, from the discovery meeting. It will be quite obvious from the case information. Please don't try to invent a need that is not clearly implied in the case scenario. The sales team may review the needs they discovered at the first meeting, and get confirmation. At that point, a judge can confirm or clarify.</p> |
| <p>Presentation and Demonstration Features and benefits, vocabulary and grammar</p> <p>Out of 20</p> | <p>18-20 excellent 14-17 good 10-13 satisfactory 0-9 below expectation</p> | <p>The sales team will review the Features and Benefits that have been described in the Case Study. They may also include some they have thought of themselves based on the information provided in the case. This gives the students an opportunity to show some creativity.</p> |
| <p>Organization of Presentation Logical flow and timing of each component of the presentation</p> <p>Out of 10</p> | <p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p> | <p>Students will have 15 minutes to make their presentation and trial close.</p> |
| <p>Closing Choice and use of effective closing techniques</p> <p>Out of 15</p> | <p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p> | <p>Hold off on your objections until the end. It is most likely that the team will attempt to close the sale, once they have gone through the presentation. This is the appropriate time for objections. Once they have handled the objections, the team will likely try to close the sale again. You can accept the sale, or not, as you see fit. All attempts to close should be evaluated as part of the 15 marks for 'Closing'.</p> |
| <p>Handling Objections Ability to overcome resistance and answer questions</p> <p>Out of 10</p> | <p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p> | <p>The students will have 15 minutes for their presentation and trial close. There will then be 5 minutes for any objections and a 'final' close.</p> |
| <p>Presentation Skills Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</p> <p>Out of 15</p> | <p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p> | <p>Judges will also evaluate accuracy and quality of the PowerPoint slides.</p> |
| <p>Subjective Evaluation</p> <p>Out of 10</p> | <p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p> | |

