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PROFESSIONAL SALES ORGANIZATION

## Speed Sell Fox Sales Challenge

Prepare a 90 second elevator pitch to representatives from your assigned companies. Your pitch should introduce yourself, your major and graduation date. Touch on what you have learned about the company that is of interest to you. Highlight what skills or knowledge you have that brings value to the company and why you should be hired. Come prepared with a resume or business card to hand to the company representatives.

SCORE: \_\_\_\_\_

Salesperson: \_\_\_\_\_

Judge: \_\_\_\_\_

Each item is scored on a 0-10 scale with 10 being the best possible score and 0 being the absence of the skill or behavior.

**20%      APPROACH: (OBJECTIVE: Effectively gains attention and builds rapport)**

\_\_\_\_\_ Professional Introduction

\_\_\_\_\_ Effectively builds rapport

\_\_\_\_\_ Valid Business Reason (to smoothly transition to Needs Identification)

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

\_\_\_\_\_ Uncovers decision process (decision criteria, people involved in decision process, steps, timeframe, etc.)

\_\_\_\_\_ Effectively determines relevant facts about the company and/or buyer

\_\_\_\_\_ Effectively uncovers current needs, problems, goals of the buyer – reasons for change

\_\_\_\_\_ Asked effective questions that brought to the buyer's attention what happens to the company or buyer when problems continue (i.e. Implication questions)

\_\_\_\_\_ Gained pre-commitment to consider product/service

**25%      COMMUNICATION SKILLS**

\_\_\_\_\_ Effective verbal communication skills (active listening, clear and professional verbiage)

\_\_\_\_\_ Appropriate non-verbal communication

**15%      OVERALL**

\_\_\_\_\_ Salesperson enthusiasm and confidence

\_\_\_\_\_ Product knowledge

**Comments:**

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**FOX  
SALES  
CHALLENGE**