

D&H Distributing Case Score Sheet

Student competitor: _____

Judge: _____

Opening the Meeting/Building Rapport with the customer (10 points)
(Note reference to sales call, agenda, how they present D&H Distributing) Feedback:

Opening Total ___/10

Listen/Explore pain points with the customer (30 points)
(Use of questions, active listening, comprehension of customer's needs) Feedback:

Listening Total ___/30

Presentation (30 points)
(Presentation fit with customer's needs, Knowledge of D&H materials) Feedback:

Presentation Total ___/30

Handling Questions/Objections and Closing (10 points)
(Acknowledges and responds effectively w/ customer. Advances the sale, detailing next steps/appointment) Feedback:

Handling Questions/Objections and Closing ___/30

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