



# WMU Sales Challenge

The Premier High School Sales Curriculum & Competition



**WESTERN MICHIGAN UNIVERSITY**  
Haworth College of Business  
Sales and Business Marketing



**wmusaleschallenge.com**

## SALES ROLE-PLAY SCORECARD

**NAME:** \_\_\_\_\_

**High School:** \_\_\_\_\_

Category	Score (1 = poor, 10 = excellent)
<b>Opening:</b> 10% of overall score Professionally launches meeting and connects with buyer. <b>Uses CLAP model</b> effectively and <b>introduces Crystal Mountain</b> in a quick and effective way. Sales documents, like an agenda and a company introduction, are successfully used.	1 2 3 4 5 6 7 8 9 10
<b>Needs Clarification:</b> 25% of overall score Based on the needs introduced via the email does the salesperson effectively question further, and patiently listen, to <b>gain a full understanding of the buyer's needs and challenges</b> . Does the salesperson conclude this with an effective summary of the buyer's needs and situation?	1 2 3 4 5 6 7 8 9 10
<b>Connecting Solutions:</b> 20% of overall score Based on the needs identified <b>does the salesperson connect relevant solutions to these needs</b> . Are the solutions specific and well aligned to the buyer's needs and does the salesperson bring the solution to life with effective visuals and support. Does the salesperson confirm that the solutions offered do indeed meet the buyer's needs?	1 2 3 4 5 6 7 8 9 10
<b>Handling Objections:</b> 15% of overall score Does the salesperson successfully use the <b>Clarify-Respond-Confirm model</b> to remove any objections that the buyer has?	1 2 3 4 5 6 7 8 9 10
<b>Closing to Next Step:</b> 20% of overall score Does the salesperson successfully <b>gain commitment from the buyer to a logical next step?</b> Does the salesperson effectively handle the "not now" problem if faced with it?	1 2 3 4 5 6 7 8 9 10
<b>General Communication and Professionalism:</b> 10% of overall score Does the salesperson <b>communicate as a professional?</b> Are filler words kept to a minimum and is the flow of the meeting well facilitated?	1 2 3 4 5 6 7 8 9 10

Comments: