

Team Rubric

175 POINTS

Chapter

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
Effective listening	7–10 points	4–6 points	0–3 points	10	
	Clearly evident that all team members are listening	Listening occurs but distraction is evident	Not listening to each other and/or talking over each other		
Oral communication	6–8 points	3–5 points	0–2 points	8	
	Clearly evident that all team members are discussing the topic	Communication occurs but side conversations are occurring or two to three members dominating	One member dominating conversation		
Demonstrated cooperation	7–10 points	4–6 points	0–3 points	10	
	All team members clearly completing tasks, sharing written and oral solutions	Tasks primarily completed by two to three members, other members assist occasionally	Tasks primarily completed by one member		
Respect	8–12 points	5–7 points	0–4 points	12	
	Clearly all team members respected the input of other team members.	Most team members respected the input of other team members.	The team members did not respect the input of other team members.		
Participated in the team preparation	6–8 points	3–5 points	0–2 points	8	
	All team members are clearly engaged, attentive, and making notes for the full term of event	Members are engaged and attentive with two to three making notes, participation fades over time	No members form the primary team, no other members participate		
Product knowledge	5–7 points	3–4 points	0–2 points	7	
	All team members clearly demonstrated knowledge of the product	Most team members demonstrate knowledge of the product	None of the team members demonstrate knowledge of the product		

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
Completing Team Goal					
Rapport	4–5 points	3–2 points	0–1 point	5	
	All team members questioned provided a different question to build rapport.	Half of team members questioned provided a different question to build rapport.	None of the team members questioned were able to provide a question to build rapport.		
	7–10 points	4–6 points	0–3 points	10	
	All questions for building rapport were appropriate and pertinent to the scenario.	Most questions for building rapport were appropriate and pertinent to the scenario.	Questions for building rapport were not appropriate or pertinent to the scenario.		
Common interests	4–5 points	3--2 points	0–1 point	5	
	All team members questioned contributed common interests that team members have with the customer.	Half of team members questioned contributed common interests that team members have with the customer.	No team members contributed common interests that team members have with the customer.		
	7–10 points	4–6 points	0–3 points	10	
	All identified common interests were appropriate and pertinent to the scenario.	Most identified common interests were appropriate and pertinent to the scenario.	Identified common interests were not appropriate or pertinent to the scenario.		
Questions to identify wants and needs	4–5 points	2–3 points	0–1 point	5	
	All team members questioned contributed questions to identify the wants and needs of the customer and identified the active listening technique.	Half of team members questioned contributed questions to identify the wants and needs of the customer and identified the active listening technique.	No team members contributed questions to identify the wants and needs of the customer, nor did they identify the active listening technique.		
	7–10 points	4–6 points	0–3 points	10	
	All questions and active listening techniques for identifying needs and wants were appropriate and pertinent to the scenario.	Most questions and active listening techniques for identifying needs and wants were appropriate and pertinent to the scenario.	Questions and active listening techniques for identifying needs and wants were not appropriate or pertinent to the scenario.		

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
Determine wants and needs	4-5 points	2-3 points	0-1 point	5	
	All team members questioned contributed potential needs and wants for the customer and explained how the product meets those needs and wants.	Half of team members questioned contributed a potential need and want of the customer and explained how the product meets those needs and wants.	No team members provided potential needs or wants of the customer or explained how the product meets those needs and wants.		
	7-10 points	4-6 points	0-3 points	10	
	All potential needs and wants and how the product meets those needs were appropriate and pertinent to the scenario.	Most potential needs and wants and how the product meets those needs were appropriate and pertinent to the scenario.	Potential needs and wants and how the product meets those needs were not appropriate and pertinent to the scenario.		
Objections and concerns	4-5 points	2-3 points	0-1 points	5	
	All team members questioned contributed potential objections and potential concerns for the customer.	Half of team members questioned contributed potential objections and potential concerns for the customer.	No team member contributed potential objections or potential concerns for the customer.		
	7-10 points	4-6 points	0-3 points	10	
	All potential objections and concerns identified were appropriate and pertinent to the scenario.	Most potential objections and concerns identified were appropriate and pertinent to the scenario.	Potential objections and concerns identified were not appropriate and pertinent to the scenario.		
Product Knowledge/ Scenario Clarifying Questions	11-15 points	6-10 points	0-5 points	15	
	All team members questioned were able to provide applicable and knowledgeable answers for the customer.	Half of team members questioned were able to provide applicable and knowledgeable answers for the customer.	No team member was able to provide applicable and knowledgeable answers for the customer.		
	21-30 points	11-20 points	0-10 points	30	
	All individual answers were satisfactory.	Most individual answers were satisfactory.	Individual answers were less than satisfactory or inappropriate.		
TOTAL POINTS EARNED OUT OF 175 POSSIBLE					

Individual Sales Call Rubric

150 POINTS

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
First impression	4–5 points	2–3 points	0–1 point	5	
	Individual identifies themselves with a good first impression.	Individual mostly identifies themselves with a good first impression.	Individual poorly identifies themselves with a good first impression.		
Personal rapport	8–10 points	4–7 points	0–3 points	10	
	Individual asks questions and utilizes information from answers in an attempt to build personal rapport.	Individual mostly asks questions and utilizes information from answers in an attempt to build personal rapport.	Individual poorly asks questions and utilizes information from answers in an attempt to build personal rapport.		
Clarifying questions	11–15 points	6–10 points	0–5 points	15	
	Individual asks questions to learn about the customer's business.	Individual mostly asks questions to learn about the customer's business.	Individual poorly asks questions to learn about the customer's business.		
	11–15 points	6–10 points	0–5 points	15	
	Individual asks questions to confirm preliminary customer information.	Individual mostly asks questions to confirm preliminary customer information.	Individual poorly asks questions to confirm preliminary customer information.		
Needs and wants	8–10 points	4–7 points	0–3 points	10	
	Individual confirmed and discovered customer needs and wants.	Individual mostly confirmed and discovered customer needs and wants.	Individual poorly confirmed and discovered customer needs and wants.		
Features and benefits	8–10 points	4–7 points	0–3 points	10	
	Individual applied features and benefits of their product to the customer's needs/wants.	Individual mostly applied features and benefits of their product to the customer's needs/wants.	Individual poorly applied features and benefits of their product to the customer's needs/wants.		

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
Matching needs and wants	11–15 points	6–10 points	0–5 points	15	
	Individual allows customer to participate in matching their wants/needs to the product features.	Individual mostly allows customer to participate in matching their wants/needs to the product features.	Individual poorly allows customer to participate in matching their wants/needs to the product features.		
Trial close	8–10 points	4–7 points	0–3 points	10	
	Individual uses appropriate sales technique to confirm customer understanding and/ or identify buying signals.	Individual mostly uses appropriate sales technique to confirm customer understanding and/ or identify buying signals.	Individual poorly uses appropriate sales technique to confirm customer understanding and/ or identify buying signals.		
Objections	11–15 points	6–10 points	0–5 points	15	
	Individual listens and clarifies customers objections.	Individual mostly listens and clarifies customers objections.	Individual poorly listens and clarifies customers objections.		
Addressing objections	11–15 points	6–10 points	0–5 points	15	
	Individual applies and discusses the features/benefits of the product to address the customers objections.	Individual mostly applies and discusses the features/benefits of the product to address the customers objections.	Individual poorly applies and discusses the features/benefits of the product to address the customers objections.		
Close or advance sale	11–15 points	6–10 points	0–5 points	15	
	Individual closes or attempts to close the sale.	Individual mostly closes or attempts to close the sale.	Individual poorly closes or attempts to close the sale.		
Active listening	11–15 points	6–10 points	0–5 points	15	
	Individual actively listens to comments and answers from the customer.	Individual mostly listens to comments and answers from the customer.	Individual poorly listens to comments and answers from the customer.		
TOTAL POINTS EARNED OUT OF 150					

Customer Service Call Rubric

70 POINTS

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
Introduction and Personal rapport	5-6 points	3-4 points	0-2 points	6	
	Individual utilizes given information and asks questions, utilizing the answers and past interaction with the customer in an attempt to build and/or maintain personal rapport.	Individual mostly utilizes given information and asks questions, utilizing the answers and past interaction with the customer in an attempt to build and/or maintain personal rapport.	Individual poorly utilizes given information and asks questions, poorly utilizing the answers and past interaction with the customer in an attempt to build and/or maintain personal rapport.		
Determining Issues	5-6 points	3-4 points	0-2 points	6	
	Individual asks questions to learn about the customer's situation.	Individual mostly asks questions to learn about the customer's situation.	Individual poorly asks questions to learn about the customer's situation.		
Clarify Information	5-6 points	3-4 points	0-2 points	6	
	Individual asks questions to confirm and clarify preliminary customer information.	Individual mostly asks questions to confirm and clarify preliminary customer information.	Individual poorly asks questions to confirm and clarify preliminary customer information.		
Confirming and Summarizing	5-6 points	3-4 points	0-2 points	6	
	Individual confirmed and summarized and the customer situation.	Individual mostly confirmed and summarized and the customer situation.	Individual poorly confirmed and summarized and the customer situation.		
Solution Development	5-6 points	3-4 points	0-2 points	6	
	Individual develops and introduces solution.	Individual partially develops and introduces solution.	Individual poorly develops and introduces solution.		
Customer Feedback	5-6 points	3-4 points	0-2 points	6	
	Individual allows customer to express their thoughts and feelings on the proposed solution.	Individual partially allows customer to express their thoughts and feelings on the proposed solution.	Individual does not allow customer to express their thoughts and feelings on the proposed solution.		
Acknowledge Concerns	5-6 points	3-4 points	0-2 points	6	
	Individual listens and clarifies customer's solution concerns.	Individual partially listens and somewhat clarifies customer's solution concerns.	Individual does not listen and poorly clarifies customer's solution concerns.		
Summarized	5-6 points	3-4 points	0-2 points	6	

Indicator	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
Solution and Addressed Concerns	Individual summarizes and discusses the solution to address the customers concerns.	Individual mostly summarizes and discusses the solution to address the customers concerns.	Individual fails to summarize and discuss the solution to address the customers concerns.		
Close situation	5-6 points	3-4 points	0-2 points	6	
	Individual obtains customer agreement and/or acknowledgement of the resolution.	Individual mostly obtains customer agreement and/or acknowledgement of the resolution.	Individual fails to obtain customer agreement and/or acknowledgement of the resolution.		
Relevant Application	8–10 points	4-7 points	0-3 points	10	
	Individual correctly applied the company's policy.	Individual partially applied the company's policy.	Individual did not apply the company's policy.		
Relationship Maintenance	5-6 points	3-4 points	0–2 points	6	
	Individual actively listened and worked with the customer to maintain the relationship.	Individual partially listened and worked with the customer to maintain the relationship.	Individual poorly listened and worked with the customer to maintain the relationship.		
TOTAL POINTS EARNED OUT OF 70					