

MIAMI SALES CHALLENGE – Spring 2007

Student Team Name: _____

FINAL CALL - Presentation

“Customer Buying Team” _____

Preparation, Process & Presenting

Playing Catch™ with key decision makers throughout the customer organization leads to insights about the customer’s goals, needs and obstacles. With this information in hand, and by utilizing an appropriate presentation process, the teams should be in position to ***present*** a tightly structured, fully aligned strategy and solution that meets or exceeds your expectations as a customer. As a Customer Buying Team you have ***UP TO 60 points*** to award this team for this activity.

Available points for this area	Key areas to look for and assess	Points Awarded
10	<u>Professionally Engaged you as the Customer</u> The Team did a good job of outlining the context (purpose & objectives) for the presentation, demonstrating a positive, confident attitude, a sincere desire to make a difference, and did an equally good job of gaining your willingness and receptiveness to their ideas.	
10	<u>Clearly Identified and Confirmed YOUR needs</u> The Team did a good job of confirming your needs, potential obstacles, objectives, etc. <i>BEFORE</i> explaining the proposed solution.	
25	<u>Presented a Solid Solution</u> The Team’s proposed solution was logical, well structured, well-thought out and, most importantly, <i>MET YOUR NEEDS!</i> They “earned” your business and secured the sale.	
15	<u>Confirmed Mutual Commitments and Next Steps</u> The Team did a good job of clarifying understandings, agreements, expectations and responsibilities on both sides to move forward. Everyone was very clear on who is doing what, when, where, etc.	
60	TOTAL Points awarded for this activity	