

## MIAMI SALES CHALLENGE – Spring 2007

Student Team Name: \_\_\_\_\_

*Introductory Call – ROUND 1 (Playing Catch™)*  
 “Customer Buying Team” \_\_\_\_\_

### ***Perspective & Playing Catch™***

Combining a positive, customer-centric attitude with the ability to *ASK GOOD QUESTIONS* is critical to gathering information about your needs and objectives...

*before* “pitching” (selling) ever begins!

As a Customer Buying Team you have **UP TO 40 points** to award this team for this activity.

Available points for this area	Key areas to look for and assess	Points Awarded
10	<b><u>Rapport Building - Purpose Confirmation – Listening - Professionalism – Positive Attitude – Customer Orientation</u></b> (does the team do a good job establishing rapport, introduce themselves, seek to confirm the purpose of the meeting, get to know who you are, engage in active listening, demonstrate enthusiasm and a sincere desire to help you?...do you get the real sense that they are trying to serve “your agenda?”)	
10	<b><u>Level A Questions (Broad/General)</u></b> (broad questioning seeking general background information)	
10	<b><u>Level B Questions (Issues/Opportunities)</u></b> (specific questioning identifying issues, concerns and/or opportunities)	
10	<b><u>Level C Questions (Deep/Insight)</u></b> (very specific and probing questioning that gets to the heart of the desired strategies or opportunities. This level of questioning reveals potential “ <i>show-stoppers</i> ” if not addressed and/or <i>major insights</i> to leverage)	
40	TOTAL Points awarded for this activity	