

Ag Sales CDE Team Score Sheet

Chapter: _____

Participant	Exam Score (100)	Individual Sales Activity (150)	Individual Total (250)
Member 1			
Member 2			
Member 3			
Member 4			
		Individual Team Total	
		Team Preparation (50)	
		Team Sales Activity Averaged (100)	
Total Team Score (1150)			

Agricultural Sales CDE Team Preparation Scorecard

Chapter Name: _____

Skills	Points Possible	Points Earned
How well did each team member participate by analyzing and providing input to the solution?	10	
How well did each team member communicate with the rest of the team members?	10	
How well did each team member demonstrate effective listening skills?	10	
How well did each team member respect the input of other team members?	10	
What level of knowledge did the team have of the products they are selling?	5	
Did the team accurately analyze all the information for each customer type?	5	
TOTAL POINTS	50	

Agricultural Sales CDE Team Event Scorecard

Chapter Name: _____

Skills	Points Possible	Points Earned
What level of knowledge did the team have of the products they are selling?	5	
Did the team accurately analyze all the information for each customer type?	5	
Did the team identify customer needs and wants, and prepare quality questions to help clarify the customer's needs and wants?	15	
Did the team identify products for each customer type based on their product's features and benefits and the customer's anticipated needs and wants?	15	
How well did the team identify potential objections for each customer type and how to address them?	10	
Were complimentary/related products also identified?	10	
Were the decisions made by the team based on sound sales principles using the information they were given?	10	
Was the presentation delivered professionally?	10	
Did all team members participate in the presentation?	10	
Were the questions answered correctly by all team members?	10	
TOTAL POINTS	100	

Agricultural Sales CDE Individual Sales Call Scorecard

Chapter Name: _____

Student Name: _____

Skills	Points Possible	Points Earned
Did the sales person identify themselves with a good first impression?	5	
Did the student ask questions/dialogue in an attempt to build personal rapport with you?	5	
Did the student actively listen to your personal comments when you answered?	10	
Did the student use the information from your answers to further establish personal rapport?	10	
Did the student ask questions to learn about your business?	10	
Did the student listen to the answers about your business you provided?	10	
Did the student confirm and discover your needs and wants?	15	
Did the student apply the features/benefits of their product to your needs/wants?	20	
Did the student allow you to participate in matching your needs/ wants to their product features?	15	
Did the student effectively use trail close (gain acceptance on a point, identify customers willingness to buy or a closing opportunity?)	10	
Did the student listen to and clarify your objections?	10	
Did the student apply and discuss the features/benefits of their product to address your objections?	10	
Did the student clearly close or attempt to close the sale?	20	
TOTAL POINTS	150	