Below are the rubric items for the 2021 NCSC Virtual Sales Competition. The scoring range is 0 (No Evidence) to 8 (Perfect). In addition to the quantitative scoring, each section includes the opportunity for judges to provide qualitative feedback.

**Approach**
1. Professional Introduction (e.g., name, company, eye contact through the camera, prof. demeanor)
2. Salesperson gains the prospect's attention.
3. Effectively builds rapport
4. Smooth transition into needs identification

**Need Identification**
5. Uncovered decision process (decision criteria, people involved in the decision process)
6. Effectively determined relevant facts about the company and/or buyer
7. Effectively uncovered needs of the buyer (discovered current problems, goals, asked effective questions that brought to the buyer's attention what happens to company or prospect when problems continue (helped convert implied to explicit needs)
8. Gained pre-commitment to consider the product/service and smooth transition to presentation.

**Presenting Solutions**
10. Presented benefits based upon needs of buyer instead of only features.
11. Logical, convincing presentation (display a strategy to communicate and persuade; clearly understands prospect's needs or "hot buttons" and concentrates on those needs)
12. Used appropriate/professional visual aids via screen share or equivalent.
13. Effectively demonstrates the value of the solution.
14. Effectively engages the buyer in the presentation of solutions (i.e., the buyer contributes to the conversation)
15. Effective use of trial closes (follow-up to determine where the buyer is in the decision process)

**Overcoming Objections**
16. Initially gains a better understanding of objections (clarifies or allows the buyer to clarify objection)
17. Effectively answers the objection.
18. Confirms that the objection is no longer a concern of the buyer

**Closing**
19. Persuasive in presenting a reason to buy.
20. Asked for business or appropriate commitment from the buyer, given the nature of this particular sales call.

**Communication Skills**
21. Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)
22. Appropriate non-verbal communication (e.g., looked at the camera, camera at eye-level, appropriate lighting & background, maintained a good presence in view)
23. Verbiage (clear, concise, professional)

**Overall**
24. Salesperson enthusiasm and confidence
25. Product knowledge