

Name _____

Section _____

	Value	Comments	Score
Appointment Confirmation ➤ (1) Provide evidence that you have confirmed an appointment for your shadow project (2) Once your appointment is completed please include in your paper a copy of the email “thank you” you sent to your contact.	10		
Learnings: Part I - Introduction ➤ Background on company, products sold and to whom, and salesperson. (10) ➤ Description of product knowledge and selling skills needed for job. (5)	15		
Learnings: Part II – Sales Calls ➤ Describe the strengths and weaknesses of the selling presentations. (10) ➤ Role of nonverbal communication (5) ➤ Objection handling (5) ➤ Closing and asking for the order (5) ➤ What are the ways they maintain relationships with customers? (5)	30		
Learnings: Part III – Buyer(s) Interview ➤ Why they buy from one company rather than another? (5) ➤ What are the main benefits they look for when buying? (5) ➤ How does the salesperson influence their decision? (5) ➤ What makes a good, bad, and ugly salesperson? (5)	20		
Learnings: Part IV – Summary ➤ Discuss the main takeaways from this experience.	15		
Effort ➤ B2B Selling Situation (5) ➤ Overall Professionalism (5)	10		
Total Score	100		

