

# 2023 OCSC – Round 1 Role Play

## Building Rapport & Needs Analysis

*Directions: Please rate the quality of the role play in each of the following areas on a scale of 1-10, with 1 being Needs Improvement, 5 being Average, and 10 being Outstanding.*

### **I. Introduction and Building Rapport (total weight: 5%)**

1. Professional introduction Score \_\_\_\_\_
2. Began to build genuine rapport Score \_\_\_\_\_
3. Clear, concise explanation of the goals of the meeting Score \_\_\_\_\_
4. Projected “likeability” Score \_\_\_\_\_

### **II. Preparedness, Communication, and Professionalism: (total weight 45%)**

1. Demonstrated appropriate industry knowledge Score \_\_\_\_\_
2. Demonstrated prior research of the client and their firm Score \_\_\_\_\_
3. Asked good thought-provoking questions Score \_\_\_\_\_
4. Effective speaking and appropriate grammar skills Score \_\_\_\_\_
5. Professional dress and demeanor Score \_\_\_\_\_
6. Active Listening with good eye contact and non-verbal communication Score \_\_\_\_\_

### **III. Needs Identification: (total weight 45%)**

1. Uncovered the decision process (decision criteria, people involved in decision process, potential timing issues) Score \_\_\_\_\_
2. Effectively determined relevant facts about company and buyer Score \_\_\_\_\_

3. Effectively gained a basic understanding of the prospect's problems and/or challenges Score \_\_\_\_\_
4. Demonstrated a basic understanding of the industry throughout Needs Identification process Score \_\_\_\_\_
5. Explored the effect of the prospects problems/challenges (i.e., implications) and the gains made if the problem / challenge is fixed (i.e., Need Payoff) Score \_\_\_\_\_
6. Summarized the problems/issues uncovered and gained a pre-commitment to consider the product/service Score \_\_\_\_\_

**IV. Securing the follow-up appointment: (total weight 5%)**

1. Provided a compelling reason to meet Score \_\_\_\_\_
2. Create sense of urgency to meet Score \_\_\_\_\_
3. Schedule a specific follow up appointment Score \_\_\_\_\_