



Student/School Name:

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Time of the meeting:

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Judge's Name:

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1) Builds credibility and trust through informal discussions

Yes No

2) Assures Mr. Goodman (and/or his partner) that he/she understands his needs

Yes No

3) Clearly communicates an overview of his/her plan and chief value proposition

Yes No

4) Communicates the benefits of his/her plan over competitors

Yes No

5) Uncovers Mr. Goodman's (and/or his partners') concerns or objections through active questioning

Yes No

6) Secures commitment for next follow up communication with decision maker(s)

Yes No

7) Probes to better understand judges' needs

Very Good (2.2%) Good (13.5%) Neutral (68.4%) Bad (13.5%) Very Bad (2.2%)

8) Adjusts communication to judges' verbal or nonverbal actions

Very Good (2.2%) Good (13.5%) Neutral (68.4%) Bad (13.5%) Very Bad (2.2%)

9) Addresses judges' objections

Very Good (2.2%) Good (13.5%) Neutral (68.4%) Bad (13.5%) Very Bad (2.2%)

10) Responds to signals by proceeding to close

Very Good (2.2%) Good (13.5%) Neutral (68.4%) Bad (13.5%) Very Bad (2.2%)