



Northwestern Mutual

FINANCIAL NETWORK™

Sales Scholarship Competition Judging Criteria

Participants will be judged based on the following sales cycle and criteria:

The Selling Cycle

1. Gain Prospect's Interest

Objectives: Develop rapport; build credibility; initiate two-way communication.

Criteria for Measuring Effectiveness: Expressed appreciation for time/opportunity; gained prospect's attention in positive manner; keyed on response to open-ended questions; comments were genuine and relevant to conversation; provided smooth transition to next phase.

2. Develop Prospect's Interest

Objectives: Stimulate the prospect's interest; put the prospect in a frame of mind that is receptive.

Criteria for Measuring Effectiveness: Explained purpose of call; delivered realistic initial benefit statement; potential benefits appropriate for situation; naturally enthusiastic about potential benefits; provided smooth transition to next phase.

3. Establish and Qualify Prospect's Needs

Objectives: Identify requirements that the prospect must satisfy in order to meet their goals and objectives; gain agreement that if you can propose a viable solution to their needs, the prospect will take action on your proposal; know what the decision criteria are and what authority is required for commitment on proposed solution.

Criteria for Measuring Effectiveness: Identified and prioritized prospect's goals in order of importance; gain prospect's agreement on the order of importance of each goal; determined informational and operational needs of prospect's operation; responded to prospect by demonstrating understanding and concern.



4. Building the Sale

Objectives: Confirmation of clear understanding of prospect's need; verify significant interest in developing solution exists.

Criteria for Measuring Effectiveness: Sought understating and agreement of prospect's needs and how they can be best met; used open-ended "what if" type questions to qualify interest in designing appropriate solution; developed solution which addressed the prospect's informational and operational needs.

5. Market the Solution

Objectives: Gain prospect's support and commitment to the proposed solution; convince the decision maker and influence that the solution meets their needs and that the acquisition plan is viable.

Criteria for Measuring Effectiveness: Provided overview of solution's three major capabilities; relate a specific solution capability to a specific prospect need; provided description of the advantage of each solution capability in meeting each of the prospect's specific needs; obtain a value judgment from the prospect by asking reaction questions; addressed prospect's information and operational needs.

6. Close the Selling Cycle

Objectives: Obtain commitment to action for proposed solution and acquisition plan from final decision maker; address all objectives in a positive manner.

Criteria for Measuring Effectiveness: Summarize the qualified benefits in a concise manner; utilize concise open-ended question to confirm prospect's commitment; attempt close of sale after addressing each objective; seek highest level of commitment from this logical selling cycle; complete this logical selling cycle with a plan for future actions.