



Participant Name _____	
Acura DPTS (Dealer Personnel Tracking System) Number _____	Acura Dealer Number _____
Name of Dealership _____	Acura New-Car Sales Manager _____

JUDGING FORM

Scoring Instructions: Use this form to evaluate each sales consultant's presentation. Each item under categories 1-3 is worth 5 points. Five bonus points may be awarded in the "Judge's Bonus Points" section when you are especially impressed by the salesperson's performance.

1. CUSTOMER SKILLS

Was the sales consultant's appearance professional?
 Was the sales consultant friendly, relaxed and pleasant?
 Did the sales consultant display enthusiasm?
 Did he or she have good posture and use body language effectively?
 Did the sales consultant project confidence?
 Was the sales consultant effective, with strong impact?
 How well did the sales consultant relate and adapt to the situation described in the study document?
 Did the sales consultant confirm the amount of time needed for delivery, per the client's expectation?

Score _____
 40 points maximum

2. THREE-POINT WALKAROUND

Did the sales consultant incorporate an effective customer walk-up?
 Did the sales consultant use Position 1 (front of car)?
 Position 2 (vehicle rear)?
 Position 3 (driver's side/interior)?
 Was the client assured that the car was free of damage?
 Did the sales consultant confirm the client's decision to buy?
 Did the sales consultant deliver on the feature/benefit promises from the walkaround?
 Did the sales consultant link the primary buyer motivation features to the delivery?

Score _____
 35 points maximum

3. FEATURE EXPLANATION AND USE

Did the sales consultant use the Personalized Settings checklist sheet to acknowledge settings made in pre-delivery?
 Were the sales consultant's feature explanations technically accurate?
 Did the sales consultant present key operational learning points?
 Did the sales consultant conduct an effective demonstration?
 How well did the sales consultant guide customer practice?
 Did the sales consultant evaluate the customer's performance?
 Did the sales consultant negotiate or offer additional support that would ensure effective use of the vehicle?

Score _____
 35 points maximum

4. JUDGE'S BONUS POINTS

Look for:

- Exemplary use of a three-part teaching process
- Customer-focused attitude
- Good listening skills
- Eye contact
- Rapport
- Fluency and smoothness

Bonus Points _____
 5 points maximum

Judge's Signature _____ Judge's Title _____

Total Score _____
 Add up score for all four categories and comments.

Score _____
 Maximum: 115 including the 5 bonus points