

# Assessment grid for sales negotiation

University and degree programme: Karelia UAS, Industrial Management

Course: Technical Sales and Bidding, 3 ECTS

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Assessment criteria	Clarification of the assessment	Fail	Grade 1-2	Grade 3	Grade 4-5
Sales negotiation					
		Criteria			
		Fail			
<b>Argumentation skills</b>	Argumentation and reasoning for the customer, counterargumentation, ...	Given criteria to pass have not been accomplished.	The student is able to communicate his/her/their opinion clearly and provide some evidence for and/or justify the suggestions.	The student is able to provide arguments and counter-arguments in a tactful, diplomatic and constructive way.	The student's argumentation is based on thorough analysis and review of different factors and perspectives and is communicated in an assertive, yet tactful way.
<b>Roles &amp; turntaking</b>	Group's internal communication and responsibilities, seller-buyer roles	Given criteria to pass have not been accomplished.	The student is aware of the roles and structural power in negotiations and assumes responsibility for his/her/their own role.	The student takes responsibility for and contributes to the negotiations positively from his/her/their own role but is also able to provide support to others and thus contribute to the success of negotiations. The student is able to take the floor, yet understands when his/her/their contribution is needed.	The student takes responsibility of the performance of his/her their own team and of the overall success of the negotiations. She/he/they actively follows the discussion, observes others during the negotiations and is able to take and give floor in a smooth and purposeful way.
<b>Negotiation flow, logic and structure</b>	Non-verbal and verbal communication to advance the meeting targets, time mgmt and closing skills	Given criteria to pass have not been accomplished.	The student is aware of the purpose, agenda and procedure of the meeting and is able to follow them through.	The student contributes to the easy flow of the negotiations by being well-prepared, punctual, organised, effective and purposeful in communication. She/he/they has prepared Plan B and is able to concede and compromise, if necessary.	The student is well-prepared and organised. He/she/they can get the meeting back to track and lead the conversation to the desired direction. She/he/they attempts to close the deal and if it does not succeed, she/he/they is able to provide an option how to proceed.
<b>Interaction with the customer</b>	Contribution in the meeting, language and communication skills with the customer.	Given criteria to pass have not been accomplished.	The student is able to follow conversation and make timely verbal and/or nonverbal contribution to it from the perspective of his/her/their assigned role	The student's verbal and nonverbal communication contributes positively to the negotiation process. The student is able to take other participants and their points of view into account and use persuasive language to make an impact.	The student is aware and pays attention to nonverbal and verbal behaviour and its impact on the participants. Her/his/their main focus is on the customer, with whom she/he/they interact in a positive, persuasive, diplomatic and assertive way
<b>Pronunciation and accentuation</b>	The articulation, intonation and stress as part of language and communicative ability	Given criteria to pass have not been accomplished.	The student's speech is rather easy to follow and understand, words and expressions are pronounced and stressed correctly, and the rate of speech is not too fast or too slow.	The student's speech is fluent, very clear and well articulated. The student is able to use variable intonation and stress to emphasise main points.	The student's tone of voice communicates enthusiasm, assertiveness and politeness. Her/his/speech is fluent, yet when speaking she/he/they is able to adjust the rate of speech to the counterpart's ability to follow and understand.
Individual assessment on a scale 0-5					

