Sales Scenario Brief and Behavior Rubric

Create one focused sales rehearsal and make improvement observable across attempts.

Your reusable working template 1/2

1. Choose one task using anonymized or hypothetical information and brief all roles.
2. Judge observable behavior against the same anchors, not personality or a forced script.
3. Ask the learner to reflect, give one evidence-based priority and replay the difficult moment.
4. Use the rubric formatively; formal assessment needs further fairness and consistency checks.

Target task and learner context

Scenario facts and buyer-role information

Learner instruction and realistic constraint

Expected output and three observation criteria

A practical Tibyan working aid, not a validated assessment. Example is hypothetical; adapt decisions and figures to your context. Do not enter sensitive information in a shared copy.

Sales Scenario Brief and Behavior Rubric

Create one focused sales rehearsal and make improvement observable across attempts.

Your reusable working template 2/2

Descriptive rubric anchors: not yet / emerging / usable; not observed when no opportunity

First-attempt evidence and learner explanation

One feedback priority and retry evidence

Workplace application, support, owner and review date

A practical Tibyan working aid, not a validated assessment. Example is hypothetical; adapt decisions and figures to your context. Do not enter sensitive information in a shared copy.

Sales Scenario Brief and Behavior Rubric

Create one focused sales rehearsal and make improvement observable across attempts.

Completed hypothetical example 1/2

Target task and learner context

Experienced maintenance-analytics seller; practice investigating reporting delay before offering a product demo.

Scenario facts and buyer-role information

Buyer says weekly exception report arrives late; planners sometimes schedule before seeing it and review manually. Time not measured; buyer can introduce workflow owner but cannot promise budget.

Learner instruction and realistic constraint

Explore one consequence, check interpretation and propose next evidence step; do not invent savings or push for unavailable financial data.

Expected output and three observation criteria

Produce a correctable problem summary and evidence action. Observe consequence exploration, checking understanding and next-step agreement.

A practical Tibyan working aid, not a validated assessment. Example is hypothetical; adapt decisions and figures to your context. Do not enter sensitive information in a shared copy.

Sales Scenario Brief and Behavior Rubric

Create one focused sales rehearsal and make improvement observable across attempts.

Completed hypothetical example 2/2

Descriptive rubric anchors: not yet / emerging / usable; not observed when no opportunity

Not yet: assumes impact, states guesses as facts or offers generic follow-up. Emerging: asks but leaves meaning/ownership vague. Usable: explores a specific effect, invites correction and agrees evidence action/owner/timing. Record not observed if the task offers no opportunity.

First-attempt evidence and learner explanation

Seller claims dashboard will save hours and offers demo. Learner says they tried to demonstrate value quickly; observer notes impact was not checked.

One feedback priority and retry evidence

Rehearse replacing the savings claim with a recent-event question. Retry identifies reported manual review and proposes a workflow discussion; buyer agreement and timing still need confirmation.

Workplace application, support, owner and review date

Seller to prepare one evidence question for next suitable call; manager reviews an authorized note after the call. Agree actual review date in advance rather than inventing customer consent.

A practical Tibyan working aid, not a validated assessment. Example is hypothetical; adapt decisions and figures to your context. Do not enter sensitive information in a shared copy.