

Sales Presentation Rating Sheet

 Preliminary Round

 Final Round

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|--|---|--|--|---|---------------|
| Presents appropriate greeting | No introduction was presented | The conversation began, but the customer had to start the presentation | The conversation was initiated by the presenter | Presenter is creative in their introduction and includes the product | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Able to determine needs | No questions were utilized to determine needs | Presenter asks questions but specific needs are not determined | Presenter uses questions to determine the need of the customer | Presenter uses questions to determine the need of the customer and relates the needs to the product | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Presenting the product/service | No product/service was presented | Presenter was unable to create interest in the product/service or the product features | Presenter was able to create interest in the product/service through knowledge of its features | Presenter was able to convert unnecessary item(s)(wants) into needed item(s)(needs) | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Able to overcome objections | Objections were not addressed or overcome | 1 objective was overcome | 2-3 objections were overcome | All objections were overcome and sale resulted | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Demonstrates suggestion selling | No additional items were offered | Additional items were suggested, but did not relate to the product/service | Additional items were suggested that relate to the product/service | Additional items were suggested that relate to product/service and enhance the sale | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Able to close the sale | Sale was not suggested | Presenter asks for the sale but not all objections were addressed | Presenter asks for the sale and there is little apprehension in agreeing | The sales person didn't have to ask for the sale, the presentation confirmed the customer's intent to buy | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Demonstrates the ability to develop relationship | No follow up was mentioned | Non-effective follow up was mention | Sale was finalized and interest in product/service was established | Relationship was established resulting in customer loyalty | |
| | 0 | 1-3 | 4-7 | 8-10 | |

Delivery Skills

| | | | | | |
|---|--|--|---|--|--|
| Statements are well-organized and clearly stated | Presenter(s) did not appear prepared | Presenter(s) were prepared, but flow was not logical | Presentation flowed in logical sequence | Presentation flowed in a logical sequence, statements were well organized | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Demonstrates self-confidence, poise, assertiveness, and good voice projection | Presenter(s) did not demonstrate self-confidence | Present (s) demonstrated self- confidence and poise | Presenter(s) demonstrated self-confidence, poise, and good voice projection | Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Demonstrates the ability to effectively answer questions | Unable to answer questions | Does not completely answer questions | Completely answers questions | Interacted with the judges in the process of completely answering questions | |
| | 0 | 1-3 | 4-7 | 8-10 | |
| Performance Subtotal (100 max) | | | | | |

Penalty Points (Mark all that apply)

| | | | | | |
|-------------------------|----|-------------------------------|----|----------------------|---|
| Dress Code not followed | -5 | Event Guidelines not followed | -5 | Total Penalty | - |
| | | | | Grand Total | |

Names _____

School: _____

Judge's Signature: _____

Date _____

Judge's Comments: _____