

# 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	
<b>Performance Subtotal (100 max)</b>					

## Penalty Points (Mark all that apply)

Dress Code not followed	-5	Event Guidelines not followed	-5	<b>Total Penalty</b>	-
				<b>Grand Total</b>	

Names \_\_\_\_\_

School: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

Date \_\_\_\_\_

Judge's Comments: \_\_\_\_\_