

Evaluation Criteria

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the sales meeting was handled in an effective, creative way; in effect, nothing more could be expected of the participant, and the sales meeting has been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the sales meeting was handled well. There may be a few minor problems or omissions, but they are not significant. A sales meeting which earns this level in every category for the presentation would probably produce positive results.

A score under the heading **Below Expectations or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the sales meeting. This may be a major omission, a serious misstatement or any other major flaw.

Judging Summary

Maximum score is 100 points. A score of 70 or better will earn the participant a **Certificate of Excellence**.

We hope you are impressed by the quality of work of these students with a career interest in the field of sales and sales management. If you have any suggestions for improving this event, please mention them to your event manager.

We thank you for your help.

Participant's Name: _____

I.D. Number: _____

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Opening–Consider: Opening statement confidence, etc. (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
2. Organization of Presentation–Consider: Benefits shown; presentation clear and in logical order; vocabulary and grammar (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
3. Voice–Consider: Pitch, tempo, speed, enthusiasm, pronunciation, enunciation (Possible Points 5)	0-1	2-3	4	5	_____
4. Sound reasoning used for each recommendation (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
5. Mature judgment used (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
6. Closing–Consider: Summary and conclusion of presentation (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
7. Reaction Under Pressure – Consider: Time, handling questions and objections (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
8. Sales Force Appeal–Consider: Effectiveness of the presentation (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
9. Approach to meeting–Consider: Correct analysis of situation and appropriateness of meeting. (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
10. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (Possible Points 5)	0-1	2-3	4	5	_____

Total Judged Points (100 maximum): _____

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

Tie-Breaker

For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #5. The participant with the highest score for #5 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 2, 8, 9, 4, 1, 6, 7, 3, 10.