

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the sales presentation was done in an effective, creative way; in effect, nothing more could be expected of the participant, and the presentation was delivered in a way that would initiate your purchase.

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

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 presentation. 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 participants with a career interest in the area of selling. 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: _____

Evaluation Form

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Opening: Personal introduction; opening statement; create interest in product/service (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
2. Product presentation—Analyze and determine customer needs (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
3. Product presentation—Demonstrate interest in the customer (Possible Points 5)	0-1	2-3	4	5	_____
4. Product presentation—Demonstrate adequate knowledge of product/service features (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
5. Product presentation—Benefits matched customer needs (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
6. Presentation skills: Clarity; tempo vocabulary and grammar; pitch; volume; enthusiasm, enunciation and pronunciation (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
7. Organization of presentation: Neatness and organization of material; order of presentation (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
8. Handling objections: Welcome and listen to objections; handle and overcome objections with respect (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
9. Reaction under pressure: Consider time, answering questions (Possible Points 5)	0-1	2-3	4	5	_____
10. Closing: Summary and conclusion of presentation; reacting/responding to customer reactions; opening for call-back (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
11. 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 #2. The participants with the highest score for #2 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 1, 5, 4, 10, 8, 6, 7, 3, 9, 11.