

Professional Sales Presentation SCORING SHEET

Name _____ Product _____

PRESENTATION CATEGORY **SCORE**

Probing Questions (0-20)

Were they used? Appropriate type? Appropriate number? _____

Presentation of Features/Benefits (0-20)

Were they presented appropriately? Convincing? Relevant?
Appropriate number? _____

Economic Analysis (0-20)

How purchase increases profits? Decreases costs? Improves efficiency? _____

Visual Aids? (0-5)

Appropriate? Effective? Added to sales presentation? _____

Close(s)? (0-15)

Primary close followed? Effective? Secondary close needed? _____

Professionalism (0-20)

Delivery poised? Organized? Appropriate dress?
(See grading guidelines below): _____

TOTAL _____

Professionalism Category Grading Guidelines:

Points	Professionalism	Guidelines
18-20	Exceptional	Highly Polished and Professional; Ready to go to the field. BE TOUGH HERE!!! I WOULD EXPECT ONLY 10% OF THE STUDENTS TO BE IN THIS CATEGORY.
15-17	Very Good	Showed considerable preparation effort. Well thought out and organized. Generally smooth with only 2-3 rough spots.
12-15	Good Job	Generally smooth with only 2-3 rough spots.
8-11	O.K.	Omitted steps; was not smooth; did not present a professional image.
0-7	Not Acceptable	Poorly prepared