

Sales Presentation Event Judging Considerations

Section	Score/Possible	Judging Considerations
<p>Opening Introduction, opening statement, confidence Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	<p>Keep in mind that it is assumed that this is the first face to face meeting with the sales representative. Students will state any assumptions that they have made.</p>
<p>Needs Analysis Effectively demonstrate a clear understanding of the customer's situation by determining relevant facts, needs, problems, and goals of buying company Out of 15</p>	<p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p>	<p>The student will have some insight into the prospects needs, as outlined in the scenario. However, the student will need to do a thorough needs analysis in order to discover and confirm the prospect's need.</p>
<p>Presentation and Demonstration Features and benefits, vocabulary and grammar, use of visual aids Out of 15</p>	<p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p>	<p>The sales representative will review the Features and Benefits that have been described in the scenario, and others he/she has thought of based on their research. These should be related to the prospect's need. Sales representatives are expected to provide professional sales aids to assist in the presentation, and judges should evaluate these per industry standards.</p>
<p>Organization of Presentation Logical flow and timing of each component of the presentation Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	<p>Students will have 20 minutes to make their presentation, handle objections and close the sale. Note that judges should feel free to ask questions/object throughout the presentation, while keeping the student's time constraints in mind.</p>
<p>Closing Choice and use of effective closing techniques Out of 15</p>	<p>13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation</p>	<p>It is likely that the representative will attempt to close the sale, once he/she has gone through the presentation. This is an appropriate time for any final objections. Once they have handled the objections, the representative will likely try to close the sale again. You can accept the sale, or not, as you see fit. All attempts to close should be evaluated as part of the 15 marks for 'Closing'.</p>
<p>Handling Objections Ability to overcome resistance and answer questions Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	<p>Objections can occur at any time throughout the presentation, and multiple objections would be appropriate. However, please be mindful of the student's 20 minute time constraint.</p>
<p>Voice <i>Clarity and enunciation</i> Out of 5</p>	<p>5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation</p>	
<p>Professionalism Appearance, confidence, enthusiasm Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	
<p>Subjective Evaluation Out of 10</p>	<p>9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation</p>	

OCMC Evaluation Form: Sales Presentation Event

College Name: _____

Student Presenters: 1. _____

Section	Score	Comments (please use back of page for additional comments)
Opening Introduction, opening statement, confidence	_ out of 10	
Needs Analysis <i>Effectively demonstrate a clear understanding of the customer's situation, by determining relevant facts, needs, problems, goals of buying company</i>	_ out of 15	
Presentation and Demonstration <i>Features and benefits, vocabulary and grammar, use of visual aids</i>	_ out of 15	
Organization of Presentation <i>Logical flow and timing of each component of the presentation</i>	_ out of 10	
Closing <i>Choice and use of effective closing techniques</i>	_ out of 15	
Handling Objections <i>Ability to overcome resistance and answer questions</i>	_ out of 10	
Voice <i>Clarity and enunciation</i>	_ out of 5	
Professionalism <i>Appearance, confidence, enthusiasm</i>	_ out of 10	
Subjective Evaluation	_ out of 10	
Total Score	_ out of 100	