

# FBLA SALES PRESENTATION

## Performance Rating Sheet

Preliminary Round     Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	3	○	7	○	10	○		
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	○	3	○	7	○	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	○	3	○	7	○	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	○	3	○	7	○	10	○		
Able to overcome objections	Objections were not addressed or overcome		1 objection was overcome		2-3 objections were overcome		All objections were overcome and sale resulted			
	0	○	3	○	7	○	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	○	3	○	7	○	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	○	3	○	7	○	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	○	3	○	7	○	10	○		

### Delivery Skills

Statements are well-organized and clearly stated	Presenter did not appear prepared		Presenter was prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	3	○	7	○	10	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter did not demonstrate self-confidence		Presenter demonstrated self-confidence and poise		Presenter demonstrated self-confidence, poise, and good voice projection		Presenter demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	3	○	7	○	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	○	3	○	7	○	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>								

Name: \_\_\_\_\_

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

State: \_\_\_\_\_

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

Date: \_\_\_\_\_