



Career Program Area: Agricultural Sales
Product Summary and Scoring Rubric

Category:	Description:	Points:
Statement of Situation:	Buyer Situation, Where is the sale taking place, What is your relationship to the buyer - to help us role play-Cold call/Prospect, Existing customer/Follow up.	___/5
Expectations for the Sales Call:	Closing the Sale, Information gathering, Providing Product Information, Relationship Building.	___/5
Company Information:	Specific Information	___/5
Product/Service Sold:	Specific Detail - No Brand Names or Decals.	___/5
Features of the Product:	Benefits would be a key piece in the rubric as well. Conveying features into buyer benefits.	___/5
Warranty:	Terms and Details of Warranty	___/5
Contact Information/Business Card:	Product, Company, Personal Contact Information	___/5
Competitor and Pertinent Information:	SWOT- Strengths, Weakness, Opportunities, Threats	___/5
Price/Promotions:	Be specific, price options, Promotions, Early Pay Discounts, and Bulk Discounts	___/5
Follow up/Service after the sale:	Activities that would take place following the sales including documents Ex. Invoice, service agreement, delivery, warranty documents etc...	___/5
	TOTAL POINTS:	___/50
Comments:		