



Career Program Area: Agricultural Sales
Judge's Scoring Rubric

Name of Participant:	Award Area/Category:					
College/Institution:						
State/Member Number:	Presentation Type (Check One)					
	<input type="checkbox"/> Cold Call				<input type="checkbox"/> Repeat Visit	
	<input type="checkbox"/> Group Presentation				<input type="checkbox"/> Up-Sell	
Each judge will mark the appropriate number of points for each participant in each category.						
Category	Excellent	Very Good	Good	Fair	Poor	Score
Approach - Proper dress (see acceptable attire guidelines in the PAS Handbook, good handshake, confidence, introduction	20	16	12	8	4	
Format of Presentation						
1. Identified customer need	10	8	6	4	2	
2. Presented solution	10	8	6	4	2	
3. Presented product or service in a convincing manner	10	8	6	4	2	
4. Well organized	10	8	6	4	2	
5. Suitable materials	10	8	6	4	2	
Demonstration - knowledge of product features and benefits	50	40	30	20	10	
Negotiation - overcame objections, identified superior points	15	12	9	6	3	
Close and Follow-Up - Identified opportunities to close and attempted trial closes; Invoice, Delivery, Warranty	15	12	9	6	3	
Judge's Comments:	Points (subtotal)					
	Less Penalty Points					
	Plus written exam score					
	Total Score:					_____/150