

Grading Sheet For Marketing 377 Class Presentations

E= Excellent
D= Good
C= Satisfactory
B= Needs Improvement
A= Poor

Approach	1	2	3	4	5
Seller's Professional Appearance	1	51	101	151	176
Initial approaches	2	52	102	152	177
Situation Questions	3	53	103	153	178
Problem Questions	4	54	104	154	179
Implication Questions	5	55	105	155	180
Need-Payoff Questions	6	56	106	156	181
Transition to Presentation	7	57	107	157	182
Presentation	1	2	3	4	5
Units of Conviction	8	58	108	158	183
Nail Downs	9	59	109	159	184
Value analysis	10	60	110	160	185
Use of Body Language	11	61	111	161	186
Product Knowledge	12	62	112	162	187
Visual Aids & Demonstrations	13	63	113	163	188
Objections	1	2	3	4	5
Used techniques from class	14	64	114	164	189
Found real objections	15	65	115	165	190
Closing	1	2	3	4	5
Use of Benefits	16	66	116	166	191
Used Techniques from class	17	67	117	167	192
Overall Impression	1	2	3	4	5
Effective Probing Throughout	18	68	118	168	193
Overall Selling Skills	19	69	119	169	194
Well Prepared	20	70	120	170	195
Buyer	1	2	3	4	5
Active Participation	21	71	121	171	196
Good Objections	22	72	122	172	197
Response to Closes	24	74	124	174	199
Narrator	1	2	3	4	5
Provided Valuable Information	25	75	125	175	200

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