

Salesmanship Competition Rubric

DESCRIPTION OF EVENT

Each Virtual Enterprise Company is asked to sell their products and/or services at a Virtual Enterprises International Trade Show. Below are the guidelines for the Best Salesmanship event.

GUIDELINES

- Each company will sell their products and/or services at their booth during the Trade Show during the trading hours.
- All student-employees can participate in sales at the Trade Show.
- Student-Employees are evaluated on characteristics such as qualification of the customer, presentation of products, and/or services, overcoming objectives and closing the sale.
- Evaluation will follow the rubric on the next page.
- The top teams in each category will receive awards as determined by the competition host.

HELPFUL HINTS

- Practice selling through role-play; create various scenarios to overcome objections to buying or lack of interest in product.

Salesmanship Competition Rubric

Booth number: _____

Name of firm: _____

Name of judge: _____

	1 – 4	5 – 10	11 – 14	Score for this Category
Greeting	Greeting was non-existent or insufficient	Greeting was adequate	Greeting was strong, personable and welcoming	
Product Knowledge	Exhibited no knowledge or insufficient product knowledge	Exhibited adequate product knowledge	Exhibited thorough product knowledge	
Persuasiveness of Sales Pitch	Not persuasive or barely persuasive	Moderately persuasive	Very persuasive	
Ability to close the Sale	Not able or barely able to close the sale	Closing was adequate	Closing was compelling	
Paperwork Process	Paperwork was processed awkwardly	Paperwork processed adequately although hesitantly/tentatively	Paperwork was processed smoothly	
After the Sale Procedure	Inadequate expression of gratitude	Adequate expression of gratitude	Sincere expression of gratitude	
Overall Professionalism	Amateurish	Better than amateurish, but not quite professional	Professional	
TOTAL				

Judge's Name/Code		Date
Judge's Comments		