

**VCI TRADE FAIR
RUBRIC FOR SALES PITCH COMPETITION**

Name of Company : _____

Booth No : _____

No	Evaluation Item	Scoring Range			Score
		1 - 4	5 - 10	11 - 14	
1	Greeting	Greeting was non-existent or insufficient	Greeting was adequate	Greeting was strong, personable and welcoming	
2	Product knowledge	Exhibited no knowledge or insufficient product knowledge	Exhibited adequate product knowledge	Exhibited thorough product knowledge	
3	Persuasiveness of sales pitch	Not persuasive or barely persuasive	Moderately persuasive	Very persuasive	
4	Ability to close the sale	Not able or barely able to close the sale	Closing was adequate	Closing was compelling	
5	Paperwork process	Paperwork was processed awkwardly	Paperwork processed adequately although hesitantly/tentatively	Paperwork was processed smoothly	
6	After the sale procedure	Inadequate expression of gratitude	Adequate expression of gratitude	Sincere expression of gratitude	
7	Overall professionalism	Amateurish	Better than amateurish but not quite professional	Professional	
				Total	

Judge's Name & Signature : _____