

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 1

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 93

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 2

Uses appropriate approach	1	2	3	4	5	6	7	8	9	(10)
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	(10)
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	(10)
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	(10)
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	(10)
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	(10)
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	(10)
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	(10)
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	(10)
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	(10)

TOTAL SCORE: 100

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHs Student # 3

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 87

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHs Student # 4

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 100

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 5

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: _____

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 6

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 100

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 7

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 94

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 8

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 93

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 9

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 94

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 10

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 97

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 11

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 93

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHs Student # 12

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 95

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 13

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 85

Comments/ notes: Did not bring product

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHs Student # 14

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 100

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 15

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 100

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 16

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 102

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 17

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 100

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 18

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 82

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 19

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 89

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 20

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 96

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 21

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 80

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 22

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 98

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 23

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 70

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 24

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 71

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHs Student # 25

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 56

Comments/ notes: Did not have product

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 26

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 79

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 27

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	8	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 62

Comments/ notes: _____

Assessment Artifact VEMK051 Marketing IB

School: SSHS

SLO: Students will plan, design, and present a product presentation.

Method/Tool: Individual student will make a product presentation

Criteria for Success: 80% of the students will score 80% or better on the rating sheet below.

Product Presentation Rating Sheet

SSHS Student # 28

Uses appropriate approach	1	2	3	4	5	6	7	8	9	10
Asks good qualifying questions to determine customer's needs/wants	1	2	3	4	5	6	7	8	9	10
Demonstration of the product/service	1	2	3	4	5	6	7	8	9	10
Gets the customer involved in the demonstration	1	2	3	4	5	6	7	8	9	10
Continues to ask questions and seek agreement throughout the presentation	1	2	3	4	5	6	7	8	9	10
Effectively overcomes customer's objection	1	2	3	4	5	6	7	8	9	10
Uses a technique to close the sale	1	2	3	4	5	6	7	8	9	10
Reassures the customer and thanks them	1	2	3	4	5	6	7	8	9	10
Evidence of preparation; feature-benefit analysis	1	2	3	4	5	6	7	8	9	10
Overall impression of the presentation	1	2	3	4	5	6	7	8	9	10

TOTAL SCORE: 78

Comments/ notes: _____
