

Assessment Artifact  
VEMK051 – Marketing IB

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**

Name of Student: \_\_\_\_\_

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: \_\_\_\_\_

Comments/ notes: \_\_\_\_\_

---

---

---