

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: #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: 86

Comments/ notes: Cheerios - provided product samples, poster board

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Product Presentation Rating Sheet

Name of 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	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: Proactiv cleanser, used video demo/infomercial,
posterboard

Assessment Artifact VEMK051 – Marketing IB

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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: #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	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: 84

Comments/ notes: Video Camcorder, poster board, Commercial

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Method/Tool: Individual student will make a product presentation

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Product Presentation Rating Sheet

Name of 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	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: 71

Comments/ notes: cell phone, need more preparation, speak clearly

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: #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: 93

Comments/ notes: TOUCH 4

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: # 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	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: 91

Comments/ notes: Hershey's CANDY, commercial, poster board

Assessment Artifact VEMK051 – Marketing IB

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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: #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	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: 75

Comments/ notes: Acoustic guitar, need to improve on slide layout (ppt)

Assessment Artifact VEMK051 – Marketing IB

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Method/Tool: Individual student will make a product presentation

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Product Presentation Rating Sheet

Name of 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: 88

Comments/ notes: Special & cereal, samples, commercial, poster board

Assessment Artifact VEMK051 – Marketing IB

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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: #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	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: 63

Comments/ notes: Aromatic Bath Salt, more research, no visual aid,
use of slang throughout presentation

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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: #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: 54

Comments/ notes: Laptop computer (HP), more research, need accurate info, improve confidence

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Method/Tool: Individual student will make a product presentation

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Product Presentation Rating Sheet

Name of 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	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: NIKE Bag, be more enthusiastic, increase projection,
used visuals - poster board

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Product Presentation Rating Sheet

Name of 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: 93

Comments/ notes: SWITCHES, product samples, posterboard, commercials

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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: #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: 74

Comments/ notes: Clorax Wipes, demonstrated, samples, poster board
need to work on voice projection, eye contact, be enthusiastic

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: #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: 92

Comments/ notes: Blow Dryer, commercials, poster board, kept
eye contact, enthusiastic

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: #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	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: 73

Comments/ notes: Crackle Glaze nail polish, showed demo video, poster board,
need to practice presentation skills

Assessment Artifact VEMK051 – Marketing IB

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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: #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: 73

Comments/ notes: Simblock SPFTD, poster / flyers / brochure samples
avoid using slang in presentation, be enthusiastic

Assessment Artifact VEMK051 – Marketing IB

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

Product Presentation Rating Sheet

Name of 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: 69

Comments/ notes: Clothing - dresses, need more visual aid, be enthusiastic,
practice presentation skills - eye contact, watch body language

Assessment Artifact VEMK051 – Marketing IB

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

Product Presentation Rating Sheet

Name of 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: 95

Comments/ notes: CRICUT machine, video demo, poster board, enthusiastic

Assessment Artifact VEMK051 – Marketing IB

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

Method/Tool: Individual student will make a product presentation

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Product Presentation Rating Sheet

Name of 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: 90

Comments/ notes: \$ SLAP OADP - video demo, poster board, very enthusiastic

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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: #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: 61

Comments/ notes: Skateboard, more practice & research

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: #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: 82

Comments/ notes: Footling, showed video/commercial, poster board
