

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: 96%

Comments/ notes: Overall did an excellent job!!

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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: 82/100

Comments/ notes: Can practice more & more efforts in the presentation

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**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:** 98 1/2

**Comments/ notes:** excellent presentation!

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## Product Presentation Rating Sheet

Name of 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	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: Can do better, may be  
prepared practice before  
presentation

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## Product Presentation Rating Sheet

Name of 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	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:           almost perfect          

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## **Product Presentation Rating Sheet**

Name of 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	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: 70.9

Comments/ notes: Can try harder but  
not procrastinating on the  
work

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## Product Presentation Rating Sheet

Name of 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	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: Can do better

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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	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: Can improve by being more careful

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### 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: 89

Comments/ notes: Need to involve customers in the buying process

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## 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	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: Did an excellent &  
persuasive job ✓

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### 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	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:          897         

Comments/ notes: Can prepare more on the  
feature-benefit to overcome  
the objections!

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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	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: 97.5

Comments/ notes: Did an exceptional job  
in the entire presentation  
Keep up the great work!!