

# 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: 94%

Comments/ notes: great presentation &  
very skilful in overcoming  
objection

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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: 97%

Comments/ notes: Very thorough & well-presented

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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: 99%

Comments/ notes: very good transition & very  
tactful in explaining & presenting  
the product

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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: 84%

Comments/ notes: good transition but  
needs to demonstrate more  
confidence in presenting

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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: 90%

Comments/ notes: Very good presentation  
in creative

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