



Rubric & Scorecard for Salesmanship Competition

Booth Number _____

Name of Firm _____

Name of Salesperson _____

Name of Judge _____

Category	1 - 4	5 - 10	11 - 14	Score for this category
Greeting	Greeting was non-existent or insufficient	Greeting was adequate	Greeting was strong, personable and welcoming	
Product knowledge	Exhibited no knowledge or insufficient product knowledge	Exhibited adequate product knowledge	Exhibited thorough product knowledge	
Persuasiveness of sales pitch	Not persuasive or barely persuasive	Moderately persuasive	Very persuasive	
Ability to close the sale	Not able or barely able to close the sale	Closing was adequate	Closing was compelling	
Paperwork process	Paperwork was processed awkwardly	Paperwork processed adequately although hesitantly/tentatively	Paperwork was processed smoothly	
After the sale procedure	Inadequate expression of gratitude	Adequate expression of gratitude	Sincere expression of gratitude	
Overall professionalism	Amateurish	Better than amateurish but not quite professional	Professional	
Total				