

2020 Marketing Presentation Score Sheet

Objective: Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

Scoring Sections	Possible Points	Points Awarded
Section 1: Introduction, Problem Solving for Clients and Closing the Sale (100)		
The team introduced themselves and explained their roles within the company.	10	
The team (company) was knowledgeable and referenced the client's (judge's) needs listed in the Request For Proposal (the Game Story). The team defined the problem to solve.	20	
The team explained their product's features and how the product's benefits solve the client's problem.	20	
The team proposed the product's cost, delivery, warranty and avenues for training of the client's workforce to operate the new product.	20	
The team included its social responsibility and sustainability of their company and the impact it has on their community.	20	
The team provided an action statement for the client.	10	
Comments:		
Section 2: Brand Promise (100)		
The team created a consistent brand and brand promise .	15	
The team clearly defined how the product is unique , desirable and produces a benefit(s) to the client.	20	
The team provided a value proposition and how the value/trust can be acknowledged by the client.	15	
The team expressed a mission statement for their company.	15	
The team identified factors that differentiate their brand and product from the competition.	20	
The team created a strong visual identity integrated into the brand, value and mission statement.	15	
Comments:		

Judge Name/number (print): _____

Team Number: _____ School: _____

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Scoring Sections	Possible Points	Points Awarded
Section 3: Business Processes and Professionalism (50)		
The team met the 4-8 participant guidelines and was dressed professionally or theme-based.	5	
The team was conversational and engaged in discussion.	10	
The team utilized active listening techniques to keep the client engaged.	10	
The team used storytelling or testimonials.	10	
The team acted in a professional manner and was on brand.	10	
The team used a creative visual impact of presentation (i.e. infographics, etc.)	5	
Comments:		
Additional Comments:	Total:	250
		÷10
	Final Score:	25

Judge Name/number (print): _____

Team Number: _____ School: _____