

Name:		School:			
Order Taking/Customer Service Practicum: Time 10 min Prep/ 12 min actual w/10 min warning					
Competency Builder (Criteria)	Mastery or Above Proficient 5-4	Proficient 3-2	Below Proficient 1-0	Weight	Total Score
Customer Relations Introduction	The student greeted the customer energetically, respectfully, and politely in a proper, professional manner and introduced him/herself by name. Also, the student volunteered his/her assistance to the customer.	The student greeted the customer politely and respectfully and introduced him/herself by name. Also, the student volunteered to be of assistance	The student neglected either to greet the customer politely and respectfully or to introduce him/herself by name. Or did and neglected to volunteer his/her assistance.	X 1	
Oral Communication Skills (Voice)	The student appropriately monitored and fluctuated his/her voice level and tone throughout the entire presentation.	The student maintained his/her voice level and tone at a satisfactory level during throughout most of the presentation.	The student did not maintain his/her voice at a satisfactory level throughout the presentation.	X 2	
Oral Communication Skills (Telephone/Etiquette)	The student demonstrated an assertive and confident attitude, using good grammar, articulation, and knowledgeable content matter throughout the presentation. Also, the student's presentation contained creative and original elements and demonstrated effective questioning techniques.	The student demonstrated an assertive and confident attitude, using good grammar, articulation and knowledgeable content matter throughout the presentation. However, the student included few creative and original elements and neglected to demonstrate effective questioning techniques.	The student demonstrated an overall lack of confidence and pride while engaging in conversation. The student showed lack of practice and experience with inability to use proper grammar and articulation. Or did But failed to include any creative and original elements and neglected to demonstrate effective questioning techniques.	X 1	
Professionalism Poise (Attitude)	The student maintained proper poise throughout the entire presentation. The student remained comfortable instance, was not too stiff, and did not slouch.	The student maintained proper poise throughout the entire presentation.	The student was either too relaxed or too stiff in poise throughout the entire presentation. The student changed positions to often moved around the room in a distracting manner.	X 2	
Determine Customer Needs and Wants (Information Gathered)	The student applied effective listening and comprehension skills in order to successfully determine all the customer's needs and wants. Also, the student demonstrated effective questioning techniques.	The student applied effective listening and comprehension skills in order to determine most of the customer's needs and wants.	The student was lacking in listening and comprehension skills and was, therefore, unable to determine most of the customer's needs and wants, or was but neglected to demonstrate effective questioning techniques.	X 2	
Responding to Customer Needs (Evidence of Product Knowledge)	The student was very knowledgeable about the subject matter. The student was able to respond thoroughly and correctly to all the customer's questions, needs, and complaints.	The student possessed enough knowledge to assist the customer with his or her purchases. The student was able to respond satisfactorily to most of the customer's questions, needs, and complaints.	The student possessed very little knowledge of the subject matter; therefore, he or she was of little or no assistance to the customer.	X 2	
Completion of Sale (Closing of Order/Dealing with Complaint)	The student accomplished all the following: 1) offered to be of assistance to the customer in making his or her final selections; 2) asked the customer if he or she was completely satisfied with the final selections; 3) correctly completed and carried out the final purchase; and 4) thanked the customer and encouraged him or her to return.	The student correctly completed and carried out the customer's final purchase and in the process accomplished two of the following: 1) offered to be of assistance to the customer in making his or her final selections; 2) asked the customer if he or she was completely satisfied with the final selections; 3) thanked the customer and encouraged him or her to return.	The student failed to correctly complete and carry out the customer's final purchase by neglecting to do one or more of the following: 1) offer to be of assistance to the customer in making his or her final selections; 2) ask the customer if he or she was completely satisfied with the final selections; 3) thank the customer and encourage him or her to return.	X 1	
Total Possible—55 Points			This Practicum Score=		
Judge's Comments:					

