

Documenting Student Competence Through Effective Performance Assessment

Ag. Sales CDE Presentation Scoring Rubric

Name:	School:
Sale Item: TIME: 12 min. Presentation/10 Warning/3 min. Ques.	

Competency Builder (Criteria)	Mastery or Above Proficient 5-4	Proficient 3-2	Below Proficient 1-0	Weight	Total Score
Customer Relations Introduction (Approach)	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, but neglected to volunteer his/her assistance.	X 2	
Oral Communication Skills (Demonstration)	The student demonstrated an assertive and confident attitude, using good grammar and articulation, and engaging in a 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 and 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 neglected to demonstrate effective questioning technique	X 10	
Oral Communication Skills Eye Contact	The student maintained continuous eye contact with the audience during the entire presentation	The student maintained good eye contact with the audience most of the time during the presentation.	The student lacked sufficient eye contact with the audience during the presentation.	X 2	
Professionalism Attire	The student appeared in official FFA Dress, which was appropriate for the presentation. Overall appearance and hygiene of the student was immaculate	The student appeared in official FFA Dress that was appropriate for the presentation. Overall personal appearance and hygiene of the student was satisfactory	The student was in partial official FFA Dress that was not appropriate for the presentation. Personal hygiene was lacking	X 1	
Correct Solution (Objections)	The student provided the customer with two or more (or as appropriate for the product) correct solutions that would effectively and efficiently meet the customer’s needs. Also, the student provided the customer with additional information pertinent to the subject matter.	The student provided the customer with one correct solution that met the customer’s needs.	The student gave the customer an incorrect solution or did not have the background knowledge or basic understanding to come to a logical and correct solution.. Or did, but neglected to provide the customer with additional information pertinent to the subject matter.	X 2	
Completion of Sale (Closure)	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 3	

Total Points Possible This Section - 100 Points This Score =					
Add 12 point check off score (total possible 15 points) This Score =					
Total Points Possible - 115 Points This Score =					
Judge’s Comments:					