

2017 Marketing Presentation Score Sheet

Purpose: To present company's marketing brand and positioning; to respond to questions concerning the company's effectiveness in creating a product ready for market; and to close the sale. (25pts)

Scoring Sections	Possible Points	Points Awarded
Introduction to the Company and Quality of Presentation		
Team introductions with names and roles; company overview of number of employees across departments; team demographics; brief budget overview	8	
Storytelling was used and was effective.	10	
All members of the team were professional and prepared.	5	
Quality of visual presentation	7	
Introduction/Quality total	30	
Comments:		
Brand Promise		
Defines the tangible benefit that makes a product or service desirable.	40	
Explains how design, manufacturing process, and use of technology relate to the brand and the benefit	30	
Identifies factors that differentiate your brand and product from the competition	20	
Discussion of how the team used the factors above in their marketing	10	
Brand Promise total	100	
Comments:		
Positioning		
The outreach strategy is well-defined and includes diverse audiences.	15	
The team gathered data about their audiences.	8	
The team articulated the impact of their outreach.	5	
The team used storytelling or testimonials.	12	
The materials are professional and in brand.	8	
Original infographics were used (vs. only charts).	2	
Positioning total	50	
Comments:		
Closing the Sale		
The team clearly asked to make the purchase/investment.	25	
The team effectively negotiated and confirmed the next steps.	20	
The team has a clear process and designated a point person for follow-up.	5	
The team engaged in discussion.	10	
The tone of the presentation is conversational.	10	
Closing the Sale total	70	
Comments:		
Additional Comments:	Total	250
		÷10
	Final Score	25

Judge Name/number (print): _____

Team Number: _____ School: _____