

# 2018 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
<b>Criteria 1: Students Present a Professional and Quality Company</b>		
Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview	0-8	
Did the team share a personal story using the #Thanks2BESTrobotics campaign?	0-10	
Were all members of the team prepared?	0-5	
Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?	0- 7	
<b>Professionalism total</b>	<b>30</b>	
<b>Comments:</b>		
<b>Criteria 2: The Company Has Created a Brand and a Brand Promise</b>		
Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company's brand?	0-20	
Is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product?	0-20	
Did the team explain how the design and manufacturing processes relate to the benefit and the brand?	0-15	
Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?	0-20	
Did the team create a strong visual identity for the brand?	0-10	
Does the brand have a personality and was it integrated throughout their presentation?	0-15	
<b>Brand total</b>	<b>100</b>	
<b>Comments:</b>		
<b>Criteria 3: The Company has Engaged in Promotions and Outreach* , Targeted Audiences and Measured Impact</b>		
<small>*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</small>		
Is the outreach strategy well-defined and does it include diverse audiences?	0-10	
Did the team include the BEST Robotics national logo in all outreach materials including websites?	0-5	
Did the team articulate the impact of their outreach? Did they present data on the social media exposure for their team's stories using the #Thanks2BESTrobotics campaign?	0-20	
Did the team gather and present data about their audiences?	0-10	
Did the team create original infographics (higher score) or were only Excel charts used?	0-5	
<small>*Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</small>		
<b>Reach &amp; Impact total</b>	<b>50</b>	
<b>Comments:</b>		

Judge Name/number (print): \_\_\_\_\_

Team Number: \_\_\_\_\_ School: \_\_\_\_\_

## 2018 Marketing Presentation Score Sheet, page 2

<b>Criteria 4: The Company Took the Client Through the Sales Process</b>			
Did the team confirm what your needs are as the customer and ask for clarity or further insights? (They can refer to an imaginary 'Request for Proposal' or ask you about your needs within the presentation.)	0-20		
Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs?	0-15		
Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product's differentiating factors?	0-15		
Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place?	0-15		
Was the tone of the pitch conversational and did the team engage in discussion?	0-5		
<b>Sales total</b>	<b>70</b>		
<b>Comments:</b>			
<b>Additional Comments:</b>	<b>Total</b>	<b>250</b>	
		<b>÷10</b>	÷10
	<b>Final Score</b>	<b>25</b>	

Judge Name/number (print): \_\_\_\_\_

Team Number: \_\_\_\_\_ School: \_\_\_\_\_