

Sales Presentation Judging Rubric

Each team presentation will be judged in five different categories and awarded from one to ten points (maximum score is fifty points). Final team score will be the average of the individual judge's scores. Use this judging rubric as a guideline for your decision.

➤ Presentation Content (10 points maximum)

Sufficient, convincing facts are presented to sell the vehicle design; topics elaborate upon engineering, marketing, manufacturing, and cost principles.

- Prove sales worthiness of design
- Cover topics thoroughly and to appropriate level of detail
- Maintain audience interest

➤ Presentation Organization (10 points maximum)

Information is communicated in a logical, consistent order; structure guides audience through content at an appropriate pace.

- Prioritize topics
- Manage time constraints
- Transition topics smoothly

➤ Effectiveness of Visual Aids (10 points maximum)

Visual aids provide the audience with compelling supporting material; a variety of mediums are used to reinforce the main message.

- Contain easily visible fonts, colors, and pictures
- Include clear, pertinent information
- Integrate well with oral presentation

➤ Speaker Delivery (10 points maximum)

Presenters clearly and concisely convey information in a manner appropriate to audience; speakers communicate in a focused and persuasive way to drive action.

- Communicate clear message with impact
- Use appropriate language and adapt to audience
- Convey professional and confident presence

➤ Responses to Judges' Questions (10 points maximum)

Team members demonstrate thorough knowledge and understanding of factors associated with promoting their vehicle design: engineering, marketability, manufacturing, and cost.

- Demonstrate comprehension of questions
- Deliver appropriate, concise responses
- Ensure audience understanding