

Communication – Product Sales Scorecard

| Criteria | Elements Considered | Score | Judges Comment(s) |
|---|--|--|-------------------|
| Product | <ul style="list-style-type: none"> • Product to be “sold” is appropriate and is <i>not</i> a live animal: <ul style="list-style-type: none"> ○ Contestants may “sell” any cattle-related item, including but not limited to the following: cattle handling equipment (halters, chutes, etc.), cattle health items (minerals, vaccinations, etc.), cattle services (chiropractic services, hoof trimming, herd management, etc.), and semen or embryos | _____ out of 5 points possible | |
| Product Knowledge | <ul style="list-style-type: none"> • Contestant was well-versed in the “product to be sold” and was able to answer all judges questions relating to the product • If utilized, sales aids were used appropriately and professionally: <ul style="list-style-type: none"> ○ Contestants are encouraged to bring props, samples of the product (as applicable), business cards, flyers, and/or other printed marketing tools | _____ out of 15 points possible | |
| Sales Effectiveness and Efficiency (i.e. time) | <ul style="list-style-type: none"> • Contestants successfully “sold” his/her product • “Sale” occurred within the 5-minute available time | _____ out of 10 points possible | |
| Professionalism | <ul style="list-style-type: none"> • Contestants appearance showed professionalism (i.e. contestant did not arrive to the contest wearing muddy boots, wash-rack attire, etc.) • Contestant was professional in the attempted “sales” talk and maintained professional interactions with the judges at all times | _____ out of 10 points possible | |
| Sales Technique & Presentation Quality | <ul style="list-style-type: none"> • Contestant accurately evaluated judges and adjusted his/her “sales technique” to reflect audience (i.e. the judges) • Contestant presence, voice, and confidence combined generated a positive “sales” setting • Sales negotiations were conducted, as applicable to product and contestant age group • Overall sales presentation met age-appropriate quality expectations | _____ out of 10 points possible | |

TOTAL POINTS: _____ out of 50 points possible