



JUDGES RATING SHEET – AGRICULTURAL SALES CONTEST

E = EXCELLENT  
 G = GOOD  
 A = AVERAGE  
 N = NEEDS IMPROVEMENT

Contestant Name	Chapter	
Product	Company	
JUDGING CRITERIA	POINTS ALLOWED	POINTS EARNED
<b>I. PRE – APPROACH</b> A. Product summary sheet(-10 if not ag related/based) B. Proper format and organization (1page, typed-9 bullet points) C. Grammar and spelling -10 points D. Statement of situation – clearly and completely explains Sales scenario.- 5 points	E-23-25 pts. G-20-22 pts. A-17-19 pts. N-14-16 pts. <b>25 pts.</b>	
<b>II. SALES PRESENTATION</b> <b>A. Approach</b> -Properly greets the customer -Hand shake, makes eye contact -Has official dress	E-14-15 pts. G-11-13 pts. A-8-10 pts. N-5-7 pts. <b>15pts.</b>	
<b>B. Establish rapport &amp; determine needs</b> -Ask questions to get to know the customer better and to identify their needs & wants. -Salesperson listens to customer answers and shows interest.	E-14-15 pts. G-11-13 pts. A-8-10 pts. N-5-7 pts. <b>15pts.</b>	
<b>C. Feature benefit demonstration</b> -Makes a smooth transition from questions to demonstration. -Allows customer to participate – Interactive in nature. -Voice, confidence, exhibits knowledge of product. -Quality of sales materials and sales aids – professional – eye appealing. -Shows features as well as benefits of product/service.	E-41-45 pts. G-36-40 pts. A-31=35 pts. N-26-30 pts. <b>45 pts.</b>	
<b>D. Trial close(s)</b> -Identified buying clues and chose the right time to attempt a trial closure. -Salesperson assumed a helping/problem solving attitude in making the trial close.	E-9-10 pts. G-8-9 pts. A-6-8 pts. N-5-6 pts. <b>10pts.</b>	
<b>E. Handling customer objections and questions</b> -Properly answered objections/questions. -Used poise, tact, and courtesy.	E-9-10 pts. G-8-9 pts. A-6-8 pts. N-5-6 pts. <b>10pts</b>	
<b>F. Closing the sale</b> -Made a smooth and effective close -Recognized the proper closing opportunity. -Effectively asked for the order and received a commitment from the judge.	E-27-30 pts. G-24-26 pts. A-20-23 pts. N-17-19 pts. <b>30 pts.</b>	
<b>G. Customer Assurance</b> -Offered business card or contact information. -Reassured the customer that they made a wise purchase. -Thanked the customer for his business and offered a handshake.	E-14-15 pts. G-11-13 pts. A-8-10 pts. N-5-7 pts. <b>15pts.</b>	
<b>III. PRODUCT KNOWLEDGE</b> A. Product knowledge was evident through the presentation. B. Answers judge’s question quickly, confidently and honestly. C. Answered positively and demonstrated knowledge of product competitors.	E-32-35 pts. G-28-31pts. A-24-27 pts. N-20-23 pts. <b>35 pts.</b>	
<b>Total Score</b>	<b>200 pts.</b>	