

**FINANCIAL CONSULTING EVENT  
HOSPITALITY AND TOURISM PROFESSIONAL SELLING EVENT  
PROFESSIONAL SELLING EVENT  
EVALUATION FORM**

		<i>Exceeds Expectations</i>	<i>Meets Expectations</i>	<i>Below Expectations</i>	<i>Little/No Value</i>
1.	Presented an effective and engaging opening	7-6	5-4	3-2	1
2.	Established relationship with client/customer	8-7	6-5	4-2	1
3.	Communicated understanding of customer/client needs	8-7	6-5	4-2	1
4.	Facilitated customer/client buying decisions	8-7	6-5	4-2	1
5.	Recommended specific product(s)/service(s)/action(s)	8-7	6-5	4-2	1
6.	Demonstrated or explained Product(s)/service(s)/action(s)	8-7	6-5	4-2	1
7.	Properly stated features and benefits of products/services	7-6	5-4	3-2	1
8.	Prescribed solution to customer/client needs	8-7	6-5	4-2	1
9.	Effectively answered customer/client questions and concerns	8-7	6-5	4-2	1
10.	Effectively closed the sale or ended the consultation	10-9	8-6	5-3	2-1
11.	The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	10-9	8-6	5-3	2-1
12.	Professional appearance, poise and confidence	5	4	3-2	1
13.	Overall general impression	5	4	3-2	1
Combined Written and Presentation Entry Total Points (maximum 100)					
<b>Total Score</b>					