**Sales Pitch Speech Rubric**

Speaker’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total score: \_\_\_\_\_\_\_\_

 55 Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Criterion | **Rating**Excellent | **Rating**Good | **Rating**Satisfactory | **Rating**Needs Improvement | Score |
|   | 4 points | 3 points | 2 points | 1 points |   |
| Introduction | (1) Gets attention  (2) Clearly identifies topic(3) Establishes credibility (4) Previews the main points  | Meets any three of the four criteria  | Meets any two of the four criteria | Meets only one of the four criteria |   |
| Body | Main points are clear,well supported, and sources are documented | Main points aresomewhat clear,some support, andsome documentation | Main pointsneed clarityand supportlack ofsources and documentation | Main pointsare not clearand have no supportand no sources or documentation |  |
| Conclusion | (1) Reviews main points(2) Brings closure(3) Memorable | Reviews main points, brings closure  | Brings closure | Does not bring closure; the audience is left hanging |   |
| Eye Contact | Eye contact with audience virtually all the time (except for brief glances at notes) | Eye contact with audience less than 75% of the time | Eye contact with audience less than 50% of the time | Little or no eye contact |   |
| Use of Language | Use of language contributes to effectiveness of the speech, and vocalized pauses(um uh er etc.) not distracting | Use of language does not have negative impact, and vocalized pauses(um uh er etc.)not distracting | Use of language causes potential confusion, and/or vocalized pauses(um uh er etc.)are distracting | Use of language is inappropriate |   |
| Body language | Body language, gestures, and facial expressions adds greatly to the message | Body language, gestures, and facialexpressions compliment message | Body language, facial expressions and gestureslack variety and spontaneity  | Body language, gestures, andfacial expressions are lacking or inappropriate |   |
| Clarity | Speaks clearly and distinctly all the time with no mispronounced words | Speaks clearly and distinctly nearly all the time with no more than one mispronounced word | Speaks clearly and distinctly most of the time with no more than two mispronounced words | Often mumbles or can not be understood with more than three mispronounced words |   |
| Topic  | Well focused, appropriate | Appropriate and reasonably focused | Appropriate but lacks some focus or strays a bit | Inappropriate topic |  |
| Sales Pitch | I’m sold! | Audience is left with few questions about the product | Does not include enough information about the product | Leaves audience confused, uninterested |   |
| Time | Within allotted time | Within 10% of allotted time | Within 20% of allotted time | Not within 20% of allotted time |  |

 Outline (5 pts) \_\_\_\_\_\_

 Works Cited (5 pts) \_\_\_\_\_\_

 Note card (5 pts) \_\_\_\_\_\_