**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 are  somewhat clear,  some support, and  some documentation | Main points  need clarity  and support  lack of  sources and  documentation | Main points  are not clear  and have no support  and 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 facial  expressions compliment message | Body language,  facial expressions and gestures  lack variety and spontaneity | Body language, gestures, and  facial 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) \_\_\_\_\_\_