

Chapter 3, Speech #3: Sales Presentation Grade Sheet

Speaker: _____

Product _____

Criteria:

Clear Communication: (15)

1. Product name on the board _____ (5)
2. Presentation aid (product or visual) _____ (5)
3. Repeat product name near the end _____ (5)

Content: (20)

4. 5-step sequence (Monroe's Motivated Sequence Format)
 - a. Get attention (2)
 - b. Establish need/problem (2)
 - c. Promise satisfactory solution (2)
 - d. Visualize solution (2)
 - e. Call to action (2) _____ (10 total)
5. one logical fallacy deliberately used _____ (5)
6. one example of propaganda deliberately used _____ (5)

Respect your audience: (10)

7. Courtesies shown (no hat/no hood/no gum/say "thank you" at end of speech) _____ (5)
8. Delivery (overall) – vocal energy, appropriate movement, good eye contact, appropriate language _____ (5)

Two sources (10) _____ (10)

Note card in ink (5) _____ (5)

Time: 90 sec. to 2 min. (5) _____ (5)

Your total: _____ (65)