



# Presentation Evaluation

(To be completed by Evaluator during presentation delivery)

Evaluation Criteria	Excellent (A)	Good (B)	Fair (C)	Poor (D/F)	Score
<b>Relevant Information Included</b>	Presentation is completely developed with logical progression 5	Presentation contains complete information with minor errors; presentation is clear 4	Presentation contains a few errors; presentation is vague in spots 3	Presentation is either excessively long or short containing numerous errors; content is ambiguous 2 or below	
<b>Appearance and Grooming</b>	Overall appearance is professional and pleasing to the eye 5	Overall appearance is pleasing 4	Overall appearance lacks professionalism 3	Overall appearance is mundane 2 or below	
<b>Communication (grammar, diction and voice)</b>	Uses proper grammar, pronounces words correctly and clearly, making it easy to understand what is being said 5	Uses proper grammar, pronounces words correctly but mispronounces a few words 4	Makes a few grammatical mistakes using slang throughout presentation; occasionally mispronounces words making it difficult to understand 3	Makes numerous grammatical mistakes, mispronounces words throughout the presentation making it almost impossible to understand 2 or below	
<b>Engagement of Prospect</b>	Engages prospect in fact finding, demonstrates knowledge of buyer and sales proposition, expert credibility and listening skills, establishes rapport 5	Engages prospect in fact finding, demonstrates knowledge and credibility, establishes some rapport 4	Asks few questions, lacks credibility and listening skills, low level of rapport 3	Does not ask relevant questions or listen to prospect needs, rapport not established 2 or below	
<b>Passion and Empathy</b>	Passionate about Avitus Group and service, demonstrates empathy for buying prospect, holds interest through enthusiasm 5	Cares about Avitus Group and service presented, generally empathetic and enthusiastic 4	Lacks passion for Avitus Group and service making difficult for buying prospect to get excited 3	No passion for Avitus Group and service, lack empathy for buying prospect which causes distrust 2 or below	
<b>Answer #1</b>	Thoroughly answers all parts of the question 5	Minor errors which do not distract from the overall answer 4	Lacking detail with some parts missing 3	Vague and elusive, difficult to understand 2 or below	
<b>Answer #2</b>	Thoroughly answers all parts of the question 5	Minor errors which do not distract from the overall answer 4	Lacking detail with some parts missing 3	Vague and elusive, difficult to understand 2 or below	
<b>Closing Techniques</b>	Clearly explains process and where the prospect is at in process, gathers appropriate RFP information, establishes next steps 5	Process explained but unclear where prospect is at in process, missing some RFP information, established next steps 4	Process unclear, next steps established without gathering appropriate RFP information 3	Process not explained which causes confusion about next steps, RFP not obtained 2 or below	
<b>General Reaction</b>	I'm buying! 5	I'm interested 4	I need to think about it 3	Not interested at all 2 or below	
<b>Comments:</b>					<b>Total Score:</b> ____/70