

## OCA Best Stockmanship Sales Rubric

Participant Name: \_\_\_\_\_ Age Division: \_\_\_\_\_

Participant Product: \_\_\_\_\_

***LIVE ANIMALS NOT PERMITTED IN THE SALE ROOM***

Criteria	Exceeds Expectations (4)	Meets Expectations (3)	Approaching Expectations (2)	Below Expectations (1)	Total Score
<b>First Impression</b>	Excellent first impression that is professional and engaging	The individual identifies themselves with a good first impression	Individual identifies themselves but the first impression is somewhat lacking in professionalism or engagement	Individual does not identify themselves or the first impression is poor	X 3 ____/12
<b>Needs and Wants</b>	Individual confidently discovered the customer's needs and wants	Individual confirmed and discovered the customer's needs and wants	Individual somewhat confirmed and discovered the customer's needs and wants	Individual did not confirm or discover the customer's needs and wants	X 4 ____/16
<b>Features and Benefits</b>	Individual expertly applied the features and benefits of their product/service to directly address the customer's confirmed needs and wants	Individual applied the features and benefits of their product/service to the customer's needs/wants	Individual somewhat applied the features and benefits of their product/service to the customer's needs/wants	Individual did not apply the features and benefits of their product/service to the customer's needs/wants	X 4 ____/16
<b>Close of Sale</b>	Student confidently closed the sale or made a strong attempt to close the sale	Student closed or attempted to close the sale	Student made a weak attempt to close the sale	Student did not close or attempt to close the sale	X 3 ____/12

<b>Product/Service</b>	The product/service is highly relevant and useful for the cattle industry	The product/service is related to and useful for the cattle industry	The product/service is somewhat related to the cattle industry	The product/service is not related to or useful for the cattle industry	X 4  ____/16
<b>Presentation</b>	The overall presentation was fascinating, easy to understand, and engaging for the customer	The overall presentation was interesting, easy to understand, and engaging for the customer	The overall presentation was somewhat interesting, easy to understand, and engaging for the customer	The overall presentation was not interesting, easy to understand, or engaging for the customer	X 4  ____/16
<b>Visual:</b>  <b>LIVE ANIMALS NOT PERMITTED</b>	The visual representation greatly enhances the sales pitch, providing a clear and impactful demonstration of the product/service.	The visual representation enhances the sales pitch, including physical or paper print outs.	The visual representation is present but does not significantly enhance the sales pitch.	There is no visual representation present.	X 3  ____/12
		<b>Score before Deductions:</b>	<b>- Deductions</b>	<b>Total Score:</b>  _____/100	<b>Overall Placing:</b>
<b>Time Deductions</b>	<b>Judges Comments:</b>  <b>Beginner: 3 -5 minutes</b> <b>Junior: 3 -5 minutes</b> <b>Intermediate: 4 -6 minutes</b> <b>Senior: 4 -6 minutes</b> <b>Novice: 4 -6 minutes</b> - 10 points for every 30 seconds under the time limit - 10 points for every 30 seconds over the time limit				