

Marketing Presentation

The student will:	Proficient	Basic	Below Basic
Assess Customer Needs XIX.D.6	The student clearly assesses the customer needs.	The student assesses the customer needs, but only at the surface level.	The student briefly assesses the customer needs and rushes into the proscribed solution.
Proscribe Solution to Customer Needs XIX.D.9	The student proscribes an appropriate solution based on the customer needs.	The student proscribes a solution, but it is partially based on the customer needs.	The student proscribes a solution, but it is not based on the customer needs.
Recommend Specific Product XIX.D.7	The student recommends a specific product that is specific to the needs of the customer.	The student recommends a specific product, but it is partially specific to the needs of the customer.	The student recommends a specific product, but it is not based on the needs of the customer.
Demonstrate Product XIX.D.8	The student correctly demonstrates the product.	The student partially demonstrates the product.	The student does not demonstrate the product.
Convert Customer Objections into Selling Points XIX.D.10	The student converts all customer objections into selling points.	The student converts most customer objections into selling points.	The student does not convert customer objections into selling points.
Facilitate Customer Buying Decisions XIX.D.5	The student helps facilitate the customer buying decision.		The student does not help facilitate the customer buying decision.