**Personal Communications and Sales Skills Rubric**

**Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Course: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- |
| **Scoring Criteria** |
| *The student* | Excellent 4 | Good 3 | Needs Improvement 2 | Unacceptable 1 |
| **Identifies personal skills and characteristics** |  |  |  |  |
| Maintains acceptable personal appearance and grooming |  |  |  |  |
| Demonstrates verbal skills |  |  |  |  |
| Greets clients cheerfully |  |  |  |  |
| Introduces himself or herself |  |  |  |  |
| Maintains voice qualities |  |  |  |  |
| Demonstrates non-verbal skills |  |  |  |  |
| Offers and gives a firm hand- shake |  |  |  |  |
| Maintains eye contact |  |  |  |  |
| Maintains appropriate posture |  |  |  |  |
| Maintains honesty and truthfulness |  |  |  |  |
| Displays an enthusiastic outlook |  |  |  |  |
| Exhibits self-confidence |  |  |  |  |
| Recognizes diversity issues among clients |  |  |  |  |
| *Subtotal for identifying personal skills and characteristics* |  |  |  |  |
| **Researches the features of the product/activity/idea** |  |  |  |  |
| Identifies the entrepreneurial product/activity/idea name, manufacturer, and/or supplier |  |  |  |  |
| Researches the attributes and uses of the product/activity/idea |  |  |  |  |
| *Subtotal for researching product/activity/idea attributes* |  |  |  |  |

**Notes:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *The student* | Excellent4 | Good3 | Needs Improvement 2 | Unacceptable 1 |
| **Evaluates individual’s approach to clients** |  |  |  |  |
| Empathizes and establishes rapport with clients |  |  |  |  |
| Asks positive qualifying/leading questions beginning with what, which, where, when, or how |  |  |  |  |
| Delivers a selling statement |  |  |  |  |
| Listens to clients |  |  |  |  |
| *Subtotal for evaluating individual’s approach to clients* |  |  |  |  |
| **Handles client objections** |  |  |  |  |
| Welcomes objections (if any) and listens with interest |  |  |  |  |
| Handles and/or overcomes any objection with respect |  |  |  |  |
| *Subtotal for handling client objections* |  |  |  |  |
| **Closes the transaction, agreement, and/or activity** |  |  |  |  |
| Recognizes closing opportunities |  |  |  |  |
| Asks for the order |  |  |  |  |
| Obtains client information: name, address, and phone number |  |  |  |  |
| Records the product/activity/idea transaction on order forms and/or receipts for the enterprise |  |  |  |  |
| Shares instructions for delivery/pickup of the product/activity/idea |  |  |  |  |
| Delivers product/activity/idea |  |  |  |  |
| Collects payment on order or delivery of product/activity/idea |  |  |  |  |
| Issues financial receipt |  |  |  |  |
| Thanks the client for investment |  |  |  |  |
| *Subtotal for closing the transaction* |  |  |  |  |

**Notes:**