

# 2019 Marketing Presentation Score Sheet

**Objective:** Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

AV

IT guy?

Scoring Sections	Possible Points	Points Awarded
<b>Section 1: Introduction, Problem Solving for Clients and Closing the Sale</b>		
The team introduced themselves and explained their <b>roles</b> within the company.	10	8
The team (company) was knowledgeable and referenced the client's (judge's) <b>needs</b> listed in the Request For Proposal (the Game Story). The team <b>defined</b> the problem to solve. <i>for the game or for the real world?</i>	20	15
The team explained their product's <b>features</b> and how the product's <b>benefits</b> solve the client's problem. <i>could have enumerated with</i>	20	18
The team proposed the product's <b>cost, delivery, warranty</b> and avenues for <b>training</b> of the client's workforce to operate the new product.	20	20
The team included its <b>social responsibility</b> and <b>sustainability</b> of their company and the impact it has on their community.	20	18
The team provided an <b>action</b> statement for the client.	10	10
Comments:		<div style="border: 1px solid black; border-radius: 50%; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <div style="text-align: center;"> <del>79</del>  89 </div> </div>
<b>Section 2: Brand Promise</b>		
The team created a consistent <b>brand</b> and <b>brand promise</b> .	15	10
The team clearly defined how the product is <b>unique</b> , desirable and produces a benefit(s) to the client.	20	15
The team provided a <b>value proposition</b> and how the value/trust can be <u>acknowledged</u> by the client. <i>could be clearer</i>	15	10
The team expressed a <b>mission</b> statement for their company.	15	15
The team identified factors that <b>differentiate</b> their brand and product from the competition. <i>could be driven home</i>	20	15
The team created a strong <u>visual identity</u> integrated into the <u>brand, value and mission</u> statement.	15	12
Comments:		<div style="border: 1px solid black; border-radius: 50%; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <div style="text-align: center;"> 77 </div> </div>

Judge Name/number (print): 4

Team Number: 0804 School: Decatur Heritage

## 2019 Marketing Presentation Score Sheet

Scoring Sections		Possible Points	Points Awarded
<b>Section 3: Business Processes and Professionalism</b>			
The team met the <u>4-8</u> participant guidelines and was dressed professionally or theme-based. <i>one person did not participate</i>	5	4	
The team was conversational and engaged in discussion.	10	10	
The team utilized <b>active listening</b> techniques to keep the client engaged.	10	10	
The team used <b>storytelling</b> or <u>testimonials</u> .	10	8	
The team acted in a professional manner and was on brand.	10	10	
The team used a creative visual impact of presentation (i.e. infographics, etc.)	5	5	
<b>Comments:</b>		<div style="border: 1px solid black; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">47</div> </div>	
<b>Additional Comments:</b>		<b>Total:</b>	250
			÷10
		<b>Final Score:</b>	25
		<div style="border: 1px solid black; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">20.3</div> </div>	

213

21.3

Judge Name/number (print): 4

Team Number: 0804 School: Deerhurst Heritage

# 2019 Marketing Presentation Score Sheet

Objective: Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

AA

Scoring Sections	Possible Points	Points Awarded
<b>Section 1: Introduction, Problem Solving for Clients and Closing the Sale</b>		
The team introduced themselves and explained their <b>roles</b> within the company.	10	9
The team (company) was knowledgeable and referenced the client's (judge's) <b>needs</b> listed in the Request For Proposal (the Game Story). The team <b>defined</b> the problem to solve.	20	18
The team explained their product's <b>features</b> and how the product's <b>benefits</b> solve the client's problem.	20	17
The team proposed the product's <b>cost, delivery, warranty</b> and avenues for <b>training</b> of the client's workforce to operate the new product.	20	18
The team included its <b>social responsibility</b> and <b>sustainability</b> of their company and the impact it has on their community.	20	19
The team provided an <b>action</b> statement for the client.	10	9
<b>Comments:</b> <div style="text-align: right; color: red; font-size: 2em;">90</div>		
<b>Section 2: Brand Promise</b>		
The team created a consistent <b>brand</b> and <b>brand promise</b> .	15	13
The team clearly defined how the product is <b>unique</b> , desirable and produces a benefit(s) to the client.	20	16
The team provided a <b>value proposition</b> and how the value/trust can be acknowledged by the client.	15	13
The team expressed a <b>mission</b> statement for their company.	15	13
The team identified factors that <b>differentiate</b> their brand and product from the competition.	20	15
The team created a strong <b>visual identity</b> integrated into the brand, value and mission statement.	15	13
<b>Comments:</b> <div style="text-align: right; color: red; font-size: 2em;">83</div>		

Judge Name/number (print): 3

Team Number: 0804 School: Decatur Heritage



## 2019 Marketing Presentation Score Sheet

Scoring Sections	Possible Points	Points Awarded
<b>Section 3: Business Processes and Professionalism</b>		
The team met the 4-8 participant guidelines and was dressed professionally or theme-based.	5	4
The team was conversational and engaged in discussion.	10	9
The team utilized <b>active listening</b> techniques to keep the client engaged.	10	9
The team used <b>storytelling</b> or testimonials.	10	9
The team acted in a professional manner and was on brand.	10	9
The team used a creative visual impact of presentation (i.e. infographics, etc.)	5	4
<p>Comments:</p> <div style="position: absolute; top: 20px; right: 20px; color: red; font-size: 2em;">44</div> <div style="position: absolute; bottom: 20px; left: 20px; color: purple; font-size: 2em;">OP</div>		
Additional Comments:	<b>Total:</b>	250
		217
		÷10
	<b>Final Score:</b>	25
		21.7

Judge Name/number (print): 3

Team Number: 0804 School: Decatur Heritage

# 2019 Marketing Presentation Score Sheet

Objective: Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

AW

Scoring Sections	Possible Points	Points Awarded
<b>Section 1: Introduction, Problem Solving for Clients and Closing the Sale</b>		
The team introduced themselves and explained their roles within the company.	10	10
The team (company) was knowledgeable and referenced the client's (judge's) <b>needs</b> listed in the Request For Proposal (the Game Story). The team <b>defined</b> the problem to solve.	20	20
The team explained their product's <b>features</b> and how the product's <b>benefits</b> solve the client's problem.	20	18
The team proposed the product's <b>cost, delivery, warranty</b> and avenues for <b>training</b> of the client's workforce to operate the new product.	20	18
The team included its <b>social responsibility</b> and <b>sustainability</b> of their company and the impact it has on their community.	20	18
The team provided an <b>action</b> statement for the client.	10	10
<b>Comments:</b> Eagle Electric Corporation Is Alaska part of the Western Power Grid? How tall is the arm? 2 year warranty. 2,560 → 40% to FEMA \$5000 cost per robot. How many people in your group.		
<b>Section 2: Brand Promise</b>		
The team created a consistent <b>brand</b> and <b>brand promise</b> .	15	14
The team clearly defined how the product is <b>unique</b> , desirable and produces a benefit(s) to the client.	20	19
The team provided a <b>value proposition</b> and how the value/trust can be acknowledged by the client.	15	14
The team expressed a <b>mission</b> statement for their company.	15	15
The team identified factors that <b>differentiate</b> their brand and product from the competition.	20	15
The team created a strong <b>visual identity</b> integrated into the brand, value and mission statement.	15	14
<b>Comments:</b> Brand is Reliability.		

94

91  
11

Judge Name/number (print): 2

Team Number: 0804 School: Decatur Heritage (DH)

## 2019 Marketing Presentation Score Sheet

Scoring Sections	Possible Points	Points Awarded
<b>Section 3: Business Processes and Professionalism</b>		
The team met the 4-8 participant guidelines and was dressed professionally or theme-based.	5	5
The team was conversational and engaged in discussion.	10	10
The team utilized <b>active listening</b> techniques to keep the client engaged.	10	8
The team used <b>storytelling</b> or testimonials.	10	9
The team acted in a professional manner and was on brand.	10	9
The team used a creative visual impact of presentation (i.e. infographics, etc.)	5	5
<b>Comments:</b>		
<b>Additional Comments:</b>	<b>Total:</b>	250
		÷10
	<b>Final Score:</b>	25

235

÷10

23.5

23.1

Judge Name/number (print): 2

Team Number: 0804 School: DH

# 2019 Marketing Presentation Score Sheet

Objective: Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

AW

Scoring Sections		Possible Points	Points Awarded
Section 1: Introduction, Problem Solving for Clients and Closing the Sale			
The team introduced themselves and explained their <b>roles</b> within the company.	10	10	
The team (company) was knowledgeable and referenced the client's (judge's) <b>needs</b> listed in the Request For Proposal (the Game Story). The team <b>defined</b> the problem to solve.	20	18	
The team explained their product's <b>features</b> and how the product's <b>benefits</b> solve the client's problem.	20	18	
The team proposed the product's <b>cost, delivery, warranty</b> and avenues for <b>training</b> of the client's workforce to operate the new product.	20	18	
The team included its <b>social responsibility</b> and <b>sustainability</b> of their company and the impact it has on their community. ✓	20	19	
The team provided an <b>action</b> statement for the client. ✓ visit manufacturing plant	10	10	
Comments: restore power . quickly chant of personnel ✓ organization chant- well-done  (60%)		93	
Section 2: Brand Promise			
The team created a consistent <b>brand</b> and <b>brand promise</b> .	15	14	
The team clearly defined how the product is <b>unique</b> , desirable and produces a benefit(s) to the client. ✓ training	20	18	
The team provided a <b>value proposition</b> and how the value/trust can be acknowledged by the client. ✓	15	15	
The team expressed a <b>mission</b> statement for their company. ✓	15	15	
The team identified <b>factors</b> that <b>differentiate</b> their brand and product from the competition. ✓	20	18	
The team created a strong <b>visual identity</b> integrated into the brand, value and mission statement. ✓	15	15	
Comments: elevator arm 2-yr. warranty reliable -		95	

"Eagle Electric Corp."

Judge Name/number (print): #5

Team Number: 0804 School: Decatur Heritage

## 2019 Marketing Presentation Score Sheet

Scoring Sections		Possible Points	Points Awarded
<b>Section 3: Business Processes and Professionalism</b>			
5	The team met the 4-8 participant guidelines and was dressed professionally or theme-based.	5	5
	The team was conversational and engaged in discussion.	10	8
	The team utilized <b>active listening</b> techniques to keep the client engaged.	10	8
	The team used <b>storytelling</b> or testimonials.	10	7
	The team acted in a professional manner and was on brand.	10	8
	The team used a creative visual impact of presentation (i.e. infographics, etc.)	5	3
<b>Comments:</b> <i>Did not have the robot</i>			39
<b>Additional Comments:</b> <i>well done!</i>		<b>Total:</b>	250
			÷10
		<b>Final Score:</b>	25
			22.7 ✓

Judge Name/number (print): #5

Team Number: 0804 School: Decatur Heritage



# 2019 Marketing Presentation Score Sheet

**Objective:** Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

AV

Scoring Sections	Possible Points	Points Awarded
<b>Section 1: Introduction, Problem Solving for Clients and Closing the Sale</b>		
The team introduced themselves and explained their <b>roles</b> within the company.	10	10
The team (company) was knowledgeable and referenced the client's (judge's) <b>needs</b> listed in the Request For Proposal (the Game Story). The team <b>defined</b> the problem to solve.	20	20
The team explained their product's <b>features</b> and how the product's <b>benefits</b> solve the client's problem.	20	15
The team proposed the product's <b>cost, delivery, warranty</b> and avenues for <b>training</b> of the client's workforce to operate the new product.	20	10
The team included its <b>social responsibility</b> and <b>sustainability</b> of their company and the impact it has on their community.	20	15
The team provided an <b>action</b> statement for the client.	10	5
<b>Comments:</b> - ALL should intro (SLIDES FLIPPERS) - US MAP (FIX) - P.R. CHARTS (entertainment)? - CAREFUL: "WE ARE NOT WILD" - AK/HI on map		
<b>Section 2: Brand Promise</b>		
The team created a consistent <b>brand</b> and <b>brand promise</b> .	15	15
The team clearly defined how the product is <b>unique</b> , desirable and produces a benefit(s) to the client.	20	10
The team provided a <b>value proposition</b> and how the value/trust can be acknowledged by the client.	15	15
The team expressed a <b>mission</b> statement for their company.	15	15
The team identified factors that <b>differentiate</b> their brand and product from the competition.	20	10
The team created a strong <b>visual identity</b> integrated into the brand, value and mission statement.	15	15
<b>Comments:</b> - ACRONYMS? - WHO ARE CUSTOMERS? - BRISKING PROGR - ANY DAMAGE REPAIR? (Limits!)		

75

80

155

Judge Name/number (print): \_\_\_\_\_

Team Number: 0804 School: DECATUR HERITAGE

## 2019 Marketing Presentation Score Sheet

Scoring Sections		Possible Points	Points Awarded	
<b>Section 3: Business Processes and Professionalism</b>				
The team met the 4-8 participant guidelines and was dressed professionally or theme-based.	5	5	155  50	
The team was conversational and engaged in discussion.	10	10		
The team utilized <b>active listening</b> techniques to keep the client engaged.	10	10		
The team used <b>storytelling</b> or testimonials.	10	10		
The team acted in a professional manner and was on brand.	10	10		
The team used a creative visual impact of presentation (i.e. infographics, etc.)	5	5		
<b>Comments:</b>  <div style="font-size: 2em; font-family: cursive;">Hands!</div>				
<b>Additional Comments:</b>		<b>Total:</b>	250	205
			÷10	÷10
		<b>Final Score:</b>	25	20.5 ✓

Judge Name/number (print): \_\_\_\_\_

Team Number: 0804

School: \_\_\_\_\_

D9centur Heratigz

# 2019 Marketing Presentation Score Sheet

**Objective:** Address the needs of a potential client, share product and brand information and navigate the business environment (25pts)

AA

Scoring Sections	Possible Points	Points Awarded
<b>Section 1: Introduction, Problem Solving for Clients and Closing the Sale</b>		
The team introduced themselves and explained their <b>roles</b> within the company. ✓	10	10
The team (company) was knowledgeable and referenced the client's (judge's) <b>needs</b> listed in the Request For Proposal (the Game Story). The team <b>defined</b> the problem to solve. ✓	20	20
The team explained their product's <b>features</b> and how the product's <b>benefits</b> solve the client's problem. ✓	20	20
The team proposed the product's <b>cost</b> , <b>delivery</b> , <b>warranty</b> and avenues for <b>training</b> of the client's workforce to operate the new product. ✓	20	20
The team included its <b>social responsibility</b> and <b>sustainability</b> of their company and the impact it has on their community. ✓	20	20
The team provided an <b>action</b> statement for the client. ✓	10	10
<b>Comments:</b> "Eagle Engineering" Logo Marketing Director - Good Presenter What is an STL File What about "Quebec"?		
<b>Section 2: Brand Promise</b>		
The team created a consistent <b>brand</b> and <b>brand promise</b> . ✓	15	15
The team clearly defined how the product is <b>unique</b> , desirable and produces a benefit(s) to the client. ✓	20	20
The team provided a <b>value proposition</b> and how the value/trust can be acknowledged by the client. ✓	15	15
The team expressed a <b>mission</b> statement for their company. ✓	15	15
The team identified factors that <b>differentiate</b> their brand and product from the competition. ✓	20	20
The team created a strong <b>visual identity</b> integrated into the brand, value and mission statement. ✓	15	15
<b>Comments:</b> Supply Chain + Reliability		

Judge Name/number (print):

1

Team Number: 0804

School:

Decatur Heritage Christian Academy

## 2019 Marketing Presentation Score Sheet

Scoring Sections	Possible Points	Points Awarded
<b>Section 3: Business Processes and Professionalism</b>		
The team met the 4-8 participant guidelines and was dressed professionally or theme-based. ✓	5	5
The team was conversational and engaged in discussion. ✓	10	10
The team utilized <b>active listening</b> techniques to keep the client engaged. ✓	10	10
The team used <b>storytelling</b> or testimonials.	10	5
The team acted in a professional manner and was on brand. ✓	10	10
The team used a creative visual impact of presentation (i.e. infographics, etc.) ✓	5	5
<b>Comments:</b>		
<b>Additional Comments:</b>	<b>Total:</b>	250
		245
		÷10
	<b>Final Score:</b>	25
		24.5 ✓

Judge Name/number (print):

1

Team Number:

0804

School:

Decatur Heritage Christian Academy