Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	82			
Preliminary Oral Presentation	100	100			
Final Oral Presentation	86	66			
Overall	183	98			

DECA™

2018 International Career Development Conference

Student:	Flora Sun
School:	University of Toronto Schools
Association:	Ontario
Competitive Event:	Professional Selling Event

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	66	100	71	
Communications	75	66	66	
Customer Relations	100	100	100	
Economics	80	75	83	
Emotional Intelligence	87	66	80	
Financial Analysis	60	33	60	
Information Management	75	100	75	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	64	33	54	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	100	100	100	
Promotion	72	33	70	
Selling	87	66	87	

Preliminary Oral Presentation

	Met Prof	Intl %ile	NV BE ME EE
1. Presented an effective and engaging opening	✓	100	
2. Established relationship with customer/client	✓	100	
3. Communicated understanding of customer/client needs	✓	100	
4. Facilitated customer/client buying decisions	✓	100	
5. Recommended specific product(s)/service(s)/action(s)	✓	100	
6. Demonstrated or explained product(s)/service(s)/action(s)	✓	100	
7. Properly stated features and benefits of product(s)/service(s)/action(s)	✓	100	
8. Prescribed solution to customer/client needs	✓	100	
9. Effectively answered customer/client questions and concerns	✓	100	
10. Effectively closed the sale or ended the consultation	✓	100	
11. The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	✓	90	
12. Professional appearance, poise and confidence	✓	82	
13. Overall general impression	✓	95	

Final Oral Presentation

	Met Prof	Intl %ile	NV BE ME EE
1. Presented an effective and engaging opening	✓	100	
2. Established relationship with customer/client	✓	100	
3. Communicated understanding of customer/client needs	✓	100	
4. Facilitated customer/client buying decisions	✓	100	
5. Recommended specific product(s)/service(s)/action(s)	✓	100	
6. Demonstrated or explained product(s)/service(s)/action(s)	✓	100	
7. Properly stated features and benefits of product(s)/service(s)/action(s)	✓	50	
8. Prescribed solution to customer/client needs	✓	75	
9. Effectively answered customer/client questions and concerns	✓	75	
10. Effectively closed the sale or ended the consultation	✓	83	
11. The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	✓	71	
12. Professional appearance, poise and confidence		33	
13. Overall general impression		33	

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.