# Persuasive Oral Communication

**ae**Presented his/her ideas and proposals in a clear and coherent manner.  
  
Demonstrated effective use of techniques such as pitch, pause and pacing in articulating his/her point of view.  
  
Vocal delivery commanded attention, volume was easy to hear and intonation was easy to listen to.  
  
Came across as confident, knowledgeable and credible.  
  
Delivered his/her points in a calm and assured way.  
  
Summarised at key points to give emphasis and signal changes of direction.  
  
Delivery was quiet, hesitant or poorly structured.  
  
Appeared to lack confidence in his/her verbal delivery, e.g. long pauses, needed to refer constantly to notes etc.  
  
Left the listener being unclear about choice or reasoning.  
  
Failed to highlight recommendations or other key points verbally, e.g. by using pause, pitch or pacing.

**na**Was able to present his/her ideas and proposals in a clear and coherent manner.  
  
Effectively persuaded others of the validity of his/her own point of view, be they ideas or courses of action.  
  
Received enthusiastic response to his/her suggestions.  
  
Failed to win others to own point of view/recommendations.  
  
Allowed others to talk over him/her.  
  
Jumped from one point to another.