

RUBRIC	DESCRIPTION	EXCELLENT	GOOD	NEEDS IMPROVEMENT	SERIOUS PROBLEM
Product Knowledge	Shows deep understanding of product/service being sold	Can answer detailed questions, demonstrate product benefits specific to client needs	Can describe product features and general benefits	Understands basic features but struggle to connect them to client needs	Fails to demonstrate basic product knowledge, unable to answer client questions
Goal Setting	Clearly defines objectives for the sales call	Set specific, measurable goals for the meeting (eg. secure a follow-up meeting, identify decision-maker)	Has general objectives (eg. introduce product, learn about client's needs)	Sets vague or non-specific goals (eg. "have a good meeting")	No clear objectives, meeting is unstructured and aimless
Professional Introduction	Makes a positive first impression through a professional and courteous introduction	Warm, friendly greeting, introduces self and company clearly, establishes immediate rapport	Professional and polite introduction, provides clear context	Intro is somewhat awkward or mechanical, does not establish strong connection	Unprofessional or disorganized introduction, fails to make a positive impression