# Salesperson Scoring Categories

## Section: Presentation 101

### Scoring Category 1 - Starts with introductions and agenda

How to Score:

* Score either "0" or "1"
* "0" = if candidate did not prove the skill
* "1" = if candidate proved skill

Actual Score:

Score explanation notes:

### Scoring Category 2- No glaring examples of typos, grammar mistakes or incorrect math, consistent date ranges etc.

How to Score:

* Score either "0" or "1"
* "0" = if candidate did not prove the skill
* "1" = if candidate proved skill

Actual Score:

Score explanation notes:

### Scoring Category 3: Completes entire discussion within 20 minutes

How to Score:

* Score either "0" or "1"
* "0" = if candidate did not prove the skill
* "1" = if candidate proved skill

Actual Score:

Score explanation notes:

### Scoring Category 3.1 : Presentation

How to Score:

* Sum of Scoring Category 1, Scoring Category 2 and Scoring Category 3

Actual Score:

## Section: Presentation Flow/Product Knowledge

### Scoring Category 4: Why Contoso

How to Score

1. Score a 1, 2 or 3
2. Score reason description
   1. 1 - Does Not Meet Expectations: Does not effectively communicate the Contoso value proposition
   2. 2 – Meets Expectations: Proper content included; demonstrates the value of Contoso as a channel
   3. 3 – Exceeds Expectations: Has content and speaks to importance of Contoso, then ties the scale to advertiser's performance

Actual Score:

Score explanation notes:

### Scoring Category 5: Understanding of Sponsored Products

How to Score

1. Score a 1, 2 or 3
2. Score reason description
   1. 1 - Does Not Meet Expectations: Does not articulate Sponsored products meaningfully, with little to no customization towards client
   2. 2 – Meets Expectations: Clearly explains sponsored Products in a concise manner
   3. 3 – Exceeds Expectations: PM has gone above and beyond walking the client through sponsored products with customized / relevant content

Actual Score:

Score explanation notes:

### Scoring Category 6: Advertiser Tailoring

How to Score

1. Score a 1, 2 or 3
2. Score reason description
   1. 1 - Does Not Meet Expectations: Limited or no customization to the advertiser. May have one slide consolidating performance but no data to challenge advertiser.
   2. 2 – Meets Expectations: Provide data or insights that tie a campaign strategy to achieving the advertiser's goals.
   3. 3 – Exceeds Expectations: Challenges the advertiser's status quo, alerting them to missed opportunities affecting their growth goals.

### Scoring Category 7: Budget Ask

How to Score

1. Score a 1, 2 or 3
2. Score reason description
   1. 1 - Does Not Meet Expectations: No ask or skips to next steps without confirming a budget
   2. 2 – Meets Expectations: Clear budget ask, proper math done and is set at an amount that challenges advertiser.
   3. 3 – Exceeds Expectations: Not applicable

### Scoring Category 7.1 : Presentation Flow/Product Knowledge

How to Score:

* Sum of Scoring Category 4 through Scoring Category 7

Actual Score: