State Farm® Marketing and Sales Competition

@ University of Central Missouri (UCM)

Marketing Presentation Evaluation

(100 Points per Student)

**Student Presenter/Code \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­**

**Evaluator Number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­­­**

**0= nonexistent, 1 -2 poor, 3-4= fair, 5-6= good, 7-8= very good, 9-10 Excellent**

|  |  |  |
| --- | --- | --- |
| Creativity   * Project is unique and addressed the question posed by the competition. Showed creativity that works. It is not just unusual but exciting and fresh. * Superior risk-taking in creative experimentation. Ideas presented reached beyond current State Farm tactics and explored new opportunities. * Ideas would spark engagement of current agency force and draw in new customers to the business. | Creativity Overall Score:  0 1 2 3 4 5 6 7 8 9 10  0 1 2 3 4 5 6 7 8 9 10  0 1 2 3 4 5 6 7 8 9 10  Total \_\_\_\_\_\_\_\_ | Comments |
| Feasibility   * Can be validated. Didn’t make broad generalizations. Provided data which informs decisions. * Appropriate to resources. Could be reasonably executed by a local agent and their staff. Legal implications have at least been considered. | Feasibility Overall Score:  0 1 2 3 4 5 6 7 8 9 10  0 1 2 3 4 5 6 7 8 9 10  Total \_\_\_\_\_\_\_\_ | Comments |
| Presentation   * Professional presentation. Logical, well-practiced and persuasive. Displayed confidence in style and content knowledge. * Used appropriate visual aids. Clear and professional looking presentation that enhanced the message. | Presentation Overall Score:  0 1 2 3 4 5 6 7 8 9 10  0 1 2 3 4 5 6 7 8 9 10  Total \_\_\_\_\_\_\_\_ | Comments |
| Responding to Questions   * Anticipated questions from panel members and provided logical and concise responses. Confirmed questions or objections are answered. | Questioning Overall Score:  0 1 2 3 4 5 6 7 8 9 10  Total \_\_\_\_\_\_\_\_ | Comments |
| Communication   * Presenters used professional language. Had good tone and variation in pitch. Good non-verbals: eye contact/gestures. * Displayed professional presentation skills. Poised and confident. Showed enthusiasm and confidence in approach; not scripted. | Communication Overall Score:  0 1 2 3 4 5 6 7 8 9 10  0 1 2 3 4 5 6 7 8 9 10  Total \_\_\_\_\_\_\_\_ | Comments |
|  | Overall Score:  Total­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_ |  |