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**

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| 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 9 100 1 2 3 4 5 6 7 8 9 100 1 2 3 4 5 6 7 8 9 10Total \_\_\_\_\_\_\_\_ | 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 9 100 1 2 3 4 5 6 7 8 9 10Total \_\_\_\_\_\_\_\_ | 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 9 100 1 2 3 4 5 6 7 8 9 10Total \_\_\_\_\_\_\_\_ | 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 10Total \_\_\_\_\_\_\_\_ | 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 9 100 1 2 3 4 5 6 7 8 9 10Total \_\_\_\_\_\_\_\_ | Comments |
|  | Overall Score:Total­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_ |  |