

Evaluation criteria	Indicators	Excellent	Very good	Acceptable (threshold of success)	Failure
Adequate preparation for the activity	<p>Presence of all the necessary documents for the mini-show</p> <p>Use of appropriate, clean and professional clothing to represent the company</p>	<p>The student has done extensive preparation for the mini-show.</p> <p>He followed the concepts seen in class and made sure he completed all the necessary paperwork.</p> <p>His dress, his speech and his customer approach are impeccable.</p>	<p>The student made a considerable effort to prepare for the mini-show.</p> <p>He followed the concepts seen in class and completed the necessary paperwork.</p> <p>His dress and speech are appropriate, but his customer approach could be improved.</p>	<p>The student prepared satisfactorily for the mini-show.</p> <p>He has followed the concepts seen in class, but may have forgotten some important details.</p> <p>Her dress and speech are appropriate, but her customer approach could be strengthened.</p>	<p>The student did not conduct adequate preparation for the mini-show.</p> <p>He may not have followed the concepts learned in class, or may have forgotten important elements.</p> <p>His dress, speech and customer approach are inappropriate.</p>
Accurate analysis of the customer's needs	<p>Ability to ask open-ended and specific questions to understand the client's needs.</p> <p>Ability to listen carefully to client responses and ask follow-up questions to clarify or expand on needs.</p>	<p>The student asks thorough and relevant questions to understand the client's needs in a complete and accurate manner. Demonstrates an ability to understand the underlying motivations and expectations of the client.</p>	<p>The student asks adequate questions to understand the client's needs, but could be more incisive to get more detailed information.</p>	<p>The student asks basic questions to understand the client's needs, but could better identify the underlying expectations and motivations.</p>	<p>The student does not ask the right questions to understand the client's needs or does not ask enough questions to gain a full understanding of the expectations and motivations of the customer.</p>
Presentation of the product adapted to the customer	<p>The student's ability to present product features and benefits in a way that is clear and understandable to the customer.</p> <p>The student's ability to customize the product presentation to meet the specific needs and interests of the customer.</p>	<p>The student has made a clear, coherent and convincing presentation of the product, adapting perfectly to the needs and interests of the client.</p>	<p>The student has made an adequate presentation of the product, adapting to some of the customer's needs and interests.</p>	<p>The student made a limited presentation of the product, adapting to few of the customer's needs and interests.</p>	<p>The student did not make a convincing presentation of the product, not adapting to the needs and interests of the client.</p>
Complete presentation of client files	<p>All necessary documents are included: The client file must contain all relevant information for the client and his company.</p> <p>Organization and structure of the file The client file must be organized in such a way that interested parties can quickly access relevant information.</p>	<p>The client file is presented in a very complete and structured way, with all the necessary information clearly organized.</p> <p>The presentation is professional, visually appealing, and is able to quickly communicate key information to a third party, it contains no errors.</p>	<p>The client file is complete and contains all required information in a detailed and organized manner.</p> <p>The presentation is clear, coherent and easy to follow, with careful formatting and no major errors.</p>	<p>The client file contains the essential information required, but some important information may be missing or incomplete.</p> <p>The presentation is clear and easy to follow, but may have some minor errors or inconsistencies in formatting or presentation of information.</p>	<p>The client record is incomplete, important information is missing or entire sections are blank.</p> <p>The presentation is disorganized and difficult to follow, with errors or inconsistencies in the formatting or presentation of information</p>

<p>Consistent analysis of the sales process</p>	<p>Complete Description of the Sales Process: The student provides a complete and detailed description of the sales process, outlining all the steps involved in the process, as well as the responsibilities and tasks of each actor.</p> <p>Identify connections between the work done and the real job of a sales representative: The student is able to identify the connections between the work they did as a sales representative and the real job of a sales representative. He/she demonstrates a clear understanding of the skills and knowledge needed to be successful as a sales representative.</p>	<p>A complete and detailed analysis of the sales process to which the student participated is presented by describing the connections between the work done, the real job of a sales representative, and the learning achieved during the course in a coherent manner.</p>	<p>A complete analysis of the sales process in which the student participated is presented, describing the connections between the work done, some aspects of the real sales representative's job, and some of the learning achieved during the course in a coherent manner.</p>	<p>A limited analysis of the sales process in which the student participated is presented with little description of the connections between the work done, the actual job of a sales representative, and the learning achieved during the course.</p>	<p>A fuzzy analysis of the sales process to which the student participated is presented in terms of the connections between the work done, the real job of a sales representative, and the learning achieved during the course.</p>
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