

**Sales Speech Holistic Grading Guide****(second speech)**

Task: Student will give a 1 ½ minute sales speech to sell a product. Student needs to use sales techniques and include a visual aid within the speech. Student will utilize all the strong speech techniques learned in class.

**Outstanding**

- Student is clear, expressive, and engaging
- Student maintains **eye contact** with audience
- Student maintains strong **poise** during speech, and is charismatic
- **Product** is creative, appropriate, and clever
- Student uses several excellent **sales techniques** in speech
- Student includes a **visual aid** which helps promote product
- Student maintains excellent **rate** and pitch
- Student has strong **body position**
- Student is within the specific **time** limit

**Advanced**

- Student is clear and expressive
- Student maintains **eye contact** expect for a few moments
- Student has strong **body position** for almost all of speech
- Student maintains strong **poise** during speech
- Student includes a strong **visual aid**
- **Product** is creative and appropriate
- Student maintains appropriate **rate** and pitch
- Student is within the specific **time** limit
- Student uses excellent **sales techniques** in speech

**Acceptable**

- Student is clear but has moments of unclearness
- Student loses **poise**, but collects it and finishes speech
- Student may uses **sales techniques** in speech
- Student has strong **body position** for some of the speech
- Student maintains appropriate **rate** and pitch but with moments of too quick/slow rate and/or too high/low pitch
- Student is under or over the specific **time** limit by no more that 10 seconds
- Student maintains **eye contact** for some of the speech
- Student includes a **visual aid**
- **Product** is appropriate

**In Progress**

- Student often mumbles and is often inaudible
- Student does not use **sales techniques**
- Student has weak **body position** for most of speech
- Student's **rate** is too quick or slow and/or pitch is too high or low pitch
- Student doesn't make **eye contact** during the speech or barely makes eye contact
- Student's **visual aid** is extremely sloppy, and ineffective, and/or does not have a visual aid
- Student is under or over the specific **time** limit by more than 10 seconds
- Student does not maintain, or has poor **poise** during speech
- **Product** is not appropriate

Two places where I shined:



One wish:

