

SALES AND MARKETING FAIR

Project meeting held in Kornwestheim 12-19. 2.2017

EVALUATION CRITERIA

TEAM SPIRIT	CREATIVITY	ADVERTISING METHODS	PRESENTATION
Ability to work together and foster collaboration	Design of the layout of your product, sales poster, advertising slogan, preparation of market stalls	Sale situation (customer interest, profit, etc.)	Language (way of speaking and form of expression); body language; Clarity of presentation

Team No.		Excellent/effective	++	+	0	-	To be improved
Team Spirit		Excellent					Non-existent
Market Stall Set up, sales poster		Effective					Ineffective Poster too small
Creativity Slogan		Striking					Boring, not appealing
Number of items sold (exact numbers)		High					Low
Profit		Yes					No
Content and Structure presentation		To the point, specific, exact					Factual errors, confusing
Rethoric Body Language	Language	Correct and Understan- dable (sentence structure, diction, lexis, etc.)					Non understandable, too complex or inaccurate,
	Way of speaking, voice	Precise, clear, adequate					Vague, unclear, difficult to follow
	Eye contact	Everybody is addressed					Insecure
	Gesture, composure	Open, friendly, turned towards audience					Shy, too formal
Visualization		Successful					Unsuccessful, confusing
Use of media		Experienced					Lacking essential skills
Impact		Is the audience interested?					unrelated to the audience

GLOBAL SCORE