



Sales Management Case Competition Round 1 & Round 3 Rubric

Judge Name: _____

University Name: _____

Analysis:	Possible Points	Points Earned
Identification and explanation of issues	10	
Depth of Analysis	10	
Total	20	

Recommendations:

Depth of Recommendations	20	
Implementation Feasibility	10	
Clear Support for Recommendations	20	
Creativity of Recommendations	10	
Total	60	

Presentation:

Quality of Presentation (Slide Clarity, Flow and Organization, Communication style)	10	
Q & A Performance	10	
Total	20	

Total Score:

100	
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Best in Class bonus 10 points _____

Total _____

Comments: