

ENTERPRISE CHALLENGE

Business Plan Competition 

TRADE SHOW

CATEGORY	JUDGING CRITERIA	POINTS
Approach & Needs Identification	Did the contestant:	20
	Provide a professional introduction (0 to 5 points)	
	Gain attention and build rapport (0 to 5 points)	
	Smoothly transition into needs identification (0 to 5 points)	
Presentation	Did the contestant:	20
	Persuasively match the product/service benefits to meet your needs as the buyer (0 to 10 points)	
	Display a strategy to communicate and persuade (0 to 5 points)	
Overcoming Objections	Did the contestant:	20
	Restate, clarify, or allow you to clarify your questions concerns (0 to 10 points)	
Closing	Did the contestant:	20
	Eliminate questions and concerns to your satisfaction (0 to 10 points)	
	Confirm that the questions concerns were no longer an issue (0 to 5 points)	
Communication Skills	Did the contestant:	20
	Present a revised persuasive reason for buying (0 to 5 points)	
	Made a professional ask for business or another appropriate commitment (0 to 10 points)	
Communication Skills	Did the contestant:	20
	Demonstrate effective communication skills (active listening, rephrasing, clarifying questions, probed for understanding, etc. (0 to 10 points)	
	Display appropriate body language, enthusiasm, and confidence (0 to 10 points)	
TOTAL		100