

NOVICE JABGA Sales Talk Rubric

Indicator	Strong evidence of skill 15-20 points	Moderate evidence of skill 6-14 points	Weak evidence of skill 0-5 points	Points Earned
Knowledge	Clearly explains what they are selling and shares several basic facts or qualities.	Shares some information but may need prompting.	Has difficulty explaining what they are selling.	
Organization & Style	Presents ideas in an easy-to-follow order and uses a style appropriate for the sale.	Presentation has some organization but may jump between ideas.	Presentation is difficult to follow or lacks organization.	
Value & Price	Explains why the buyer would want the offering and confidently states the price.	Gives some reasons to buy and knows the price but may need some prompting.	Has difficulty explaining the value or does not know the price.	
Delivery & Confidence	Speaks clearly, confidently, and enthusiastically while attempting to convince the buyer.	Communicates adequately but may be shy, quiet or hesitant.	Has difficulty communicating or lacks confidence.	
Presentation & Supporting Materials	Effectively uses photos, products, brochures, records or other materials to support the sale.	Uses supportive materials but provides limited explanation.	Does not effectively use available materials to support the sale.	

TOTAL POINTS (100):

Notes:

JUNIOR JABGA Sales Talk Rubric

Indicator	Strong evidence of skill 15-20 points	Moderate evidence of skill 6-14 points	Weak evidence of skill 0-5 points	Points Earned
Knowledge	Demonstrates strong knowledge and clearly explains important qualities, features, or benefits.	Demonstrates general knowledge but may miss important details.	Has limited knowledge or difficulty answering questions.	
Organization & Style	Presentation is organized, easy to follow, and uses a style that effectively supports the sales pitch.	Presentation has some organization but may lack smooth transitions or focus.	Presentation lacks organization or is difficult to follow.	
Value & Price	Clearly explains the value and price and gives the buyer a strong reason to purchase.	Knows the price and gives some reasons to buy but lacks detail.	Has difficulty explaining the price or value.	
Delivery & Confidence	Presents confidently, clearly, and enthusiastically and makes an effective effort to convince the buyer.	Makes a reasonable sales effort but shows some hesitation.	Struggles to communicate or convince the buyer.	
Presentation & Supporting Materials	Effectively uses photos, products, brochures, records or other materials to strengthen the sale.	Uses supportive materials but does not fully incorporate them into the sales pitch.	Supporting materials are missing or not used effectively.	

TOTAL POINTS (100):

Notes:

INTERMEDIATE JABGA Sales Talk Rubric				
Indicator	Strong evidence of skill 15-20 points	Moderate evidence of skill 6-14 points	Weak evidence of skill 0-5 points	Points Earned
Knowledge	Demonstrates detailed knowledge of the animal, genetics, service or product. Provides facts and confidently answers buyer questions.	Demonstrates general knowledge but lacks depth or struggles with some questions.	Demonstrates limited knowledge or cannot adequately answer questions.	
Organization & Style	Delivers a logical, well-structured sales pitch with a clear purpose. Use an engaging style and effectively highlight the offering's strengths.	Presentation is organized bt may lack flow, detail or clear sales strategy.	Presentation lacks organization or does not effectively communicate the offering.	
Value & Price	Clearly explains the benefits, establishes its value, confidently presents the price, and provides strong justification for the asking price.	Explains the price and some value but provides limited justification or comparison.	Cannot clearly explain the price, value, or reasons the buyer should purchase.	
Delivery & Confidence	Demonstrates strong confidence, professionalism, enthusiasm, eye contact, and persuasive communication. Responds effectively to buyer questions or objections.	Generally confident but may show hesitation or struggle when challenged by the buyer.	Lacks confidence, engagement, or the ability to respond effectively.	
Presentation & Supporting Materials	Uses photos, records, data, brochures, product samples, or other materials to reinforce the sales pitch and provide evidence of value.	Uses supportive materials but does not fully connect them to the sales pitch.	Materials are missing, poorly prepared, or do little to support the sale.	
TOTAL POINTS (100):				
Notes:				

SENIOR JABGA Sales Talk Rubric

Indicator	Strong evidence of skill 15-20 points	Moderate evidence of skill 6-14 points	Weak evidence of skill 0-5 points	Points Earned
Knowledge	Demonstrates exceptional knowledge of the animal, genetics, service, or product. Provides specific, relevant information and confidently handles detailed buyer questions.	Demonstrates good knowledge but lacks depth or struggles with more detailed questions.	Demonstrates limited knowledge or cannot adequately answer buyer questions.	
Organization & Style	Delivers a polished, strategic, and persuasive sales pitch with a strong opening, logical flow, clear selling points, and effective close.	Presentation is organized and understandable but lacks polish, strategy, or a strong close.	Presentation lacks structure, purpose, or an effective sales approach.	
Value & Price	Clearly establishes the offering's value, confidently justifies the asking price, communicates benefits to the buyer, and effectively addresses price concerns or objections.	Explains value and price but provides limited justification or struggles with objections.	Cannot effectively justify the price or communicate why the offering is worth purchasing.	
Delivery & Confidence	Demonstrates exceptional confidence, professionalism, enthusiasm, eye contact, and persuasive communication. Builds rapport, responds naturally to the buyer, and effectively works toward closing the sale.	Demonstrates confidence and professionalism but may rely heavily on prepared material or struggle with buyer interaction.	Lacks confidence, professionalism, or the ability to effectively engage and persuade the buyer.	
Presentation & Supporting Materials	Professionally incorporates photos, records, data, brochures, product samples, or other materials as evidence to strengthen the pitch and demonstrate value.	Uses appropriate supporting materials but does not fully utilize them to strengthen the sale.	Materials are missing, unprepared, or do not meaningfully support the sales presentation.	

TOTAL POINTS (100):

Notes: