**Key Account Management** 1.22.2022

**SAM2Win Simulation**

**Team Members**

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| Criteria | Total Points | Excellent | Meets expectatioNS | Approaches expectations | Needs improvement | Points earned |
|  | **100** | **16 -20 points** | **11-15 points** | **6-10 points** | **0-5 points** |  |
| **1 Teamwork**  Did all the members of the team contribute to the presentation?  Was it obvious the presentation material had been rehearsed? | **20** | The team worked very well with each other and the presentation was shared equally among the group members  Presenters were all very confident in delivery and they did an excellent job of engaging the audience | The team worked well with each other and communicated well.  Some members of the team participated more than others | The team communicated relatively well with a few lapses in the presentation  Some of presenters dominated the presentation and while others had minimal participation | The team did not work well together.  There were obvious miscommunications and lapses in the presentation |  |
| **2. Organization** Did all of the team members appear to be prepared and well versed in the simulation and course materials?  Did the presentation include relevant content and insights? | **20** | The presentation has a clear introduction that catches the audience’s attention effectively and is connected throughout the presentation  Effective transitions recap each main point, supporting insights and secondary topics  The conclusion effectively summarizes the presentation and is related to the whole | The thesis is clear or clearly implicit  It is implied that the specific audience has been considered when delivering the presentation  Some transitions are used to connect the main topics  The introduction and conclusion are clear and somewhat related to the whole | The thesis is unclear; the topic is only partially limited  The specific audience has been partially considered when delivering the presentation  The introduction and conclusion are not well developed and not related to the presentation; no transitions are used | The topic and thesis are unclear; no apparent attempt has been made to limit the topic  The specific audience was not been considered  No attempt was made to compose an effective introduction or conclusion  There is no logical plan to the presentation and key points |  |
| **3. Development**  Did the presentation contain relevant content and insights? | **20** | All main points begin with a clear topic introductory sentence  All main and supporting points are supported by specific and highly effective examples/evidence from the simulation  The main and supporting topics and discussion points all relate to each other  Outside sources such as content from the textbook and or GlobalB2B are incorporated logically, insightfully    Sources are referenced and documented accurately | Most main points begin with a clear topic sentence  Most main and supporting  points include specific examples; most of the main topics and supporting points relate to each other  Source material is incorporated logically and adequately  Sources are documented accurately for the most part | Some main points have stated or implied topic sentences  Some main points are supported by specific examples  A few of the main and supporting points relate to each other  Source material is incorporated however sometimes inappropriately or unclear  Sources are only occasionally documented accurately | Presentation poorly developed contained minimal insights and explanations  Main points contain no topic sentences; main points are not supported by specific examples/evidence  Little or no supporting material or insights are used; main and supporting points do not relate to each other  Source material is not incorporated or used inappropriately  Documentation is inaccurate or not included |  |
| **4. Style**  Was the presentation well organized and easy for the audience to follow? | **20** | Language is memorable; language is well-chosen; tone of voice is appropriate  Visuals and/or interactions with audience are clear, engaging, and fully support the presentation | Most language is somewhat memorable; language usage is correct; tone is usually appropriate  Visuals and/or interactions with audience are mostly clear, engaging, and support the presentation | Language is not memorable; language usage is at times inaccurate; tone is at times inappropriate  Visuals and/or interactions with audience are somewhat clear, engaging, and support the presentation | Language is not memorable or is confusing  Language usage is often inaccurate; tone is inappropriate or distracting  Visuals and/or interactions with audience are not clear, engaging, or supporting of the presentation |  |
| **5. Delivery**  Did the presenters show professionalism, speak clearly, maintain eye contact and use appropriate gestures?    Did the presenters engage the audience? | **20** | Eye contact is effectively established with the audience  Gestures and verbal  cues are used to reinforce particularly important ideas  No excessive use of vocalized pauses (e.g., “ah”, “um”); student(s)  Presenters are very articulate  Adheres to time limit/requirement  All team members wore professional business attire | Eye contact with the audience is somewhat established  Limited reference to and reading of the slides  Gestures and verbal cues are sometimes used to reinforce particularly important idea  Several vocalized pauses are used; team was somewhat articulate  Some transitions are used to connect the main topics  Adheres to time limit/requirement  Most team members wore professional business attire | Eye contact with the audience is limited  Some presenters speak to the slides instead of the audience  .  Gestures and verbal cues are seldom used to reinforce particularly important ideas  Vocalized pauses are used frequently; presenters are not very articulate  Adheres to time limit/requirement  One or two team members wore professional business attire | No eye contact is made with the audience  Gestures and verbal cues are not used to reinforce particularly important ideas  Excessive use of vocalized pauses (e.g., “ah”, “um”) are used in abundance and distract from the overall message  Some team members read from the note cards and or slides  Did not meet time requirements  Did not wear professional business attire |  |

**Reference**

Adapted from USC Center for Teaching Excellence

<http://ustudies.semo.edu/oralcom/holistic.htm> and <http://www.rcampus.com/rubricshowc.cfm?code=B3WA45>