

# Sales Talk

Contestant Name  
and Number

## Sales Talk

Contestant Number \_\_\_\_\_

\_\_\_\_\_  
Judge Signature

Category	Judge Comments	Possible	Points
<b>Animal Knowledge</b> - Was the animal's pedigree well articulated? - Were EPDs discussed accurately? - Does the contestant understand EPDs and their meanings? - Were comments about phenotype accurate?		<b>100</b>	
<b>Organization / Style</b> - Was the presentation organized? - How original and enjoyable was the sales pitch? - Did the contestant use his/her time efficiently? - Did the contestant present important information?		<b>100</b>	
<b>Poise and Delivery</b> - Was the contestant professional and pleasant? - How was the contestant's eye contact? - Was the presentation easy to understand? - How well did the contestant respond to questions?		<b>100</b>	
<b>Overall Effectiveness</b> - How convincing was the sales pitch? - Was the contestant confident in his/her animal and sales pitch? - Were you satisfied with the presentation?		<b>100</b>	

Were any unsanctioned materials used?  
 Yes \_\_\_\_\_ No \_\_\_\_\_