FFA | WORKSHEET

FFA Sales Presentation Rubric

Sales presentation rubric worksheet for FFA coaches and judges to score opening, product knowledge, listening, and closing so students get clear feedback to improve their next presentation.

Farm / unit: _____ Date: _____ By: _____

Presenter name and chapter _____

Product presented _____

Opening and rapport _____

Product knowledge _____

Listening to customer needs _____

Handling objections _____

Closing the sale _____

Professional appearance _____

Strengths _____

Areas to improve _____

NOTES / CALCULATIONS

TIP Use the official contest rubric for competition, and use this sheet for friendly practice feedback.