

Sales Proposal Grading Rubric

Rubric	Points Possible	Points Achieved
RESEARCH/CONTENT (total 80 points) The report shows thoughtful research and includes the elements required in the content: Front Matter: Cover Letter Title Page Table of Contents List of Figures and/or List of Tables Body of Proposal: Executive Summary General Description of products or services Detailed Solution Cost Analysis Delivery Schedule Site-preparation Description Training Requirements Statement of Responsibilities Description of Vendor and Sales-Pitch Conclusion Back Matter: Required number of sources List of references Glossary	10 2 4 4 10 5 10 5 3 2 3 2 5 5 2 3 5	10 2 4 4 10 5 10 5 3 2 3 2 5 5 2 3 5
FORMAT/PARTS (total 80 points) The report shows professional look and adheres to the instructions: Design: - <u>Cover letter</u> : follows the standards for cover letter formatting - <u>Title Page</u> : creative, but professional - <u>Body</u> : clear headings and subheadings; at least four illustrations, graphs, or tables. - <u>In-text citations and list of references</u> : follows a chosen style format (APA, MLA) Length: - <u>Cover letter</u> : one single-spaced page - <u>Executive Summary</u> : one single-spaced page - <u>Body</u> : 20-25 double-spaced pages - <u>The illustrations</u> , graphs, or tables do not exceed the equivalent of 3 pages. Submission: - Submitted as a Word or PDF document through Blackboard email using appropriate email netiquette.	10 5 10 10 10 10 10 10 10 10 5	10 5 10 10 10 10 10 10 10 10 5

WRITING (total 40 points) The report shows clarity, coherence, and correctness: - The tone and style follow the characteristics of <i>business writing</i>. - Paragraphs are smooth, coherent, and they use basic paragraph elements. - Sentences are clear, straightforward, and they reflect observance of standard usage, spelling, punctuation, etc.	15	15
	15	15
	10	10
Total	200	200
Extra Credit (Index Page)	10	10
Lacks evidence of fair contribution (-10: significant lack; -20: shared/lack from all team members; -40: no/almost no evidence)		/
New Total		210
Grade*	A+	

*200-181 = A 180-161 = B 160-141 = C 140-111 = D 110 and below = F

Comment [U1]: The maximum possible points for this assignment are 200, so I will add these 10 points as Extra Credit for the Blog in Blackboard.

Excellent job, Team 7!

Formatted: Right