

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	10	10
Title Page	2	2
Table of Contents	4	4
List of Figures and/or List of Tables	4	0
Body of Proposal:		
Executive Summary	10	0
General Description of products or services	5	2
Detailed Solution	10	0
Cost Analysis	5	5
Delivery Schedule	3	3
Site-preparation Description	2	2
Training Requirements	3	3
Statement of Responsibilities	2	2
Description of Vendor and Sales-Pitch	5	1
Conclusion	5	1
Back Matter:		
Required number of sources	2	0
List of references	3	0
Glossary	5	0
FORMAT/PARTS (total 80 points) The report shows professional look and adheres to the instructions:		
Design:		
- Cover letter: follows the standards for cover letter formatting	10	10
- Title Page: creative, but professional	5	3
- Body: clear headings and subheadings; at least four illustrations, graphs, or tables.	10	5
- In-text citations and list of references: follows a chosen style format (APA, MLA)	10	0
Length:		
- Cover letter: one single-spaced page	10	10
- Executive Summary: one single-spaced page	10	10
- Body: 20-25 double-spaced pages	10	5
- The illustrations, graphs, or tables do not exceed the equivalent of 3 pages.	10	10
Submission:		
- Submitted as a Word or PDF document through Blackboard email using appropriate email netiquette.	5	0

Comment [U1]: Missing

Comment [U2]: Missing

Comment [U3]: Not following the guidelines.

Comment [U4]: Missing

Comment [U5]: Not enough depth of information.

Comment [U6]: Missing

Comment [U7]: Too simple

Comment [U8]: Missing visuals.

Comment [U9]: Missing

Comment [U10]: Too short

Comment [U11]: Rough draft posted through File Exchange.

WRITING (total 40 points)		
The report shows clarity, coherence, and correctness:		
- The tone and style follow the characteristics of <i>business writing</i> .	15	15
- Paragraphs are smooth, coherent, and they use basic paragraph elements.	15	15
- Sentences are clear, straightforward, and they reflect observance of standard usage, spelling, punctuation, etc.	10	10
Total	200	128
Extra Credit (Index Page)	10	/
Lacks evidence of fair contribution (-10: significant lack; -20: shared/lack from all team members; -40: no/almost no evidence)		-20
New Total		108
Grade*	F	

Comment [U12]: None of the team members contributed to the Wiki for the Final Proposal, so I cannot tell who actually worked on this project.

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