

## F4 COMPETITION RATING RUBRIC

GROUP NUMBER \_\_\_\_\_

DATE: APRIL 20, 2018

---

### A. CUSTOMER SERVICE

---

This group's dealings with customers show the following skills: Encircle one

- |                                   |   |   |   |   |
|-----------------------------------|---|---|---|---|
| 1. Friendliness .....             | 3 | 2 | 1 | 0 |
| 2. Attentiveness .....            | 3 | 2 | 1 | 0 |
| 3. Knowledge of the product ..... | 3 | 2 | 1 | 0 |
| 4. Clear communication .....      | 3 | 2 | 1 | 0 |

▶ (3 = Best in Customer Service. Total possible points = 12) TOTAL POINTS = \_\_\_\_\_

---

### B. TABLE / BOOTH DESIGN

---

This group's table/booth design reflects: Encircle one

- |  |   |   |   |   |
|--|---|---|---|---|
| 1. adequate planning and attention to details .....                          | 3 | 2 | 1 | 0 |
| 2. efficient use of resources .....  | 3 | 2 | 1 | 0 |
| 3. effective use of displays and signs to promote product or service .....   | 3 | 2 | 1 | 0 |
| 4. overall appeal – attractive layout, clean and neat, grabs attention ..... | 3 | 2 | 1 | 0 |

▶ (3 = Best in Design. Total possible points = 12) TOTAL POINTS = \_\_\_\_\_

---

### C. PRODUCT INNOVATION

---

This group offers at least one product or service that is: Encircle one

- |  |   |   |   |   |
|--|---|---|---|---|
| 1. unique or totally new product or solution that adds value from the customer's perspective .....       | 3 | 2 | 1 | 0 |
| 2. new version of existing product or service with significantly improved features or intended use ..... | 3 | 2 | 1 | 0 |

▶ (3 = Most Innovative. Total possible points = 6) TOTAL POINTS = \_\_\_\_\_

JUDGE NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_