

# GCSC Sales Pitch Assignment Rubric

Canada's Biggest Student Competition



## Important notes

1. No penalties are applied for going over or under time (30-90 seconds is a guideline)
2. Students are not marked on their quality of video produced, rather the content within their pitch
3. This assignment is worth [blank] % of students overall grade

Marking Category	Score (/5) 1 - weak 2 - needs improvement 3 - met expectations 4 - strong 5 - exceptional
<b>Strong Value Proposition</b> Does the student show a clear solution to a specific challenge/goal?	
<b>Credibility</b> Does the student use concrete examples to show that they are a subject matter expert on the topic that they have selected?	
<b>Confidence &amp; Engagement</b> Does the student present well? Are they clear in their messaging?	
<b>The "Close"</b> Does the student end their pitch with a clearly defined next step?	

**Total Mark:**