

**PSE Pro-Am Sell-a-Thon
Set the Appointment Criteria - Score Card**

Seller _____

Judge _____

VALID BUSINESS REASON (*why a potential buyer would want to spend time with seller at a given time*)

- States clearly who seller is **(1 pts)**
- States clearly why seller wants to schedule meeting **(1 pts)**
- Effectively ties message to customer issues or interest – what will buyer get out of meeting? **(4 pts)**

Comments:

Score: /6

PROFESSIONAL PRESENTATION

- Clear, concise and complete **(2 pts)**
- Tone, volume and pace of voice **(2 pts)**

Comments:

Score: /4

TOTAL POINTS: /10