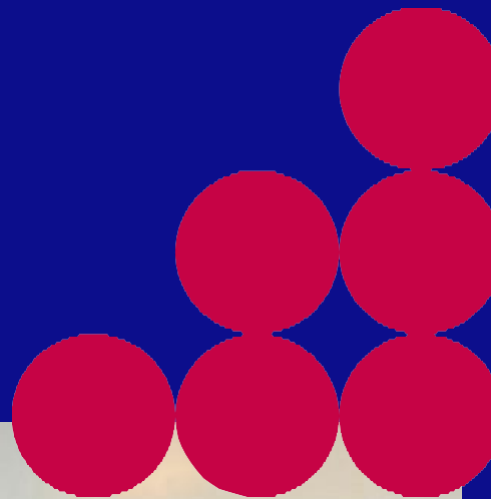


AISMC Sales Pre-Qual

Pre-Qualification Assignment



SALES PITCH SCREENING VIDEO

BACKGROUND INFORMATION

-This is an individual-based competition

-The Alberta Inter-Collegiate Sales & Marketing Competition (AISM) is Western Canada's premier platform for challenging and showcasing students' sales and marketing skills, where they experience authentic competitive challenges and make meaningful industry connections. This competition promises to become a respected and effective catalyst for personal, academic, and professional growth for post-secondary students in Western Canada. The goal is to create an engaging and competitive environment that unites post-secondary students across Alberta in sales and marketing challenges. It would also serve as a good platform for our industry partners to identify and recruit sales and marketing talent.

-Students will be presented with a B2B service to pitch. See a sample pitch [here](#)

ALBERTA INTER-COLLEGIATE SALES & MARKETING COMPETITION (AISM)

Format & Submission:

- Create a 30-to-90-second video pitch selling anything that you are passionate about.
- Create and upload your pitch to a shareable video platform
- Include the link to your video on the registration form.

Criteria:

You will be presented with a B2B service. Based on the service, brainstorm possible ways to communicate the benefits of the product and how to persuade an audience of your offering. Be as creative as possible, but present yourself professionally.

Your pitch will be judged based on the following – see rubric

A good value proposition: Ability to convey a strong message about a product/idea/ideology/etc., which in turn excites your audience. In its simplest form, a value proposition is a promise to either a) solve a problem or b) improve a situation.

Credibility: You are considered a subject matter expert on the item that you are talking about. Speaking purely to your personal preference is not strong enough. That said, bringing in evidence or even metrics to support your opinion helps form a persuasive pitch.

Persuasive: Ability to convince your audience with a strong argument and compel them into taking action.

Engagement & Rapport: Build positive connections through body language and tone. Captivate the audience with strong energy and personality, imposing your presence and confidence all through.

Handling questions/objections: Ability to handle and address every concern, question, and objection. Convincingly demonstrate sound knowledge.

Rubric

Criteria	Score 1-2 (Poor)	Score 3-5 (Fair)	Score 6-8 (Good)	Score 9-10 (Excellent)
Value Proposition	Value proposition unclear, weak, or irrelevant; fails to excite audience.	Basic value proposition provided but lacks clarity or impact.	Clear and relevant value proposition; addresses problem or need.	Compelling, unique value proposition; excites and strongly resonates.
Credibility	Lacks credibility; no supporting evidence or metrics.	Some subject knowledge shown but limited supporting evidence.	Credible with good knowledge; uses relevant data or examples.	Highly credible; expert knowledge supported by strong data or metrics.
Persuasiveness	Unconvincing; arguments weak, no clear call to action.	Somewhat persuasive but lacks strong reasoning or action step.	Convincing argument with a clear and motivating call to action.	Extremely persuasive; arguments powerful and memorable call to action.
Engagement & Rapport	Fails to engage audience; poor presence and low energy.	Attempts engagement but inconsistent rapport or low confidence.	Engages audience well; confident tone and positive rapport.	Outstanding engagement; charismatic presence, strong audience rapport.
Handling Questions & Objections	Unable to address questions; avoids or mishandles objections.	Provides partial answers to questions; weak objection handling.	Addresses most questions and objections clearly with sound reasoning.	Masterfully handles all questions and objections with confidence and insight.