National Service Marketing Competition  
Service Blueprint Championship Round Evaluation Sheet

Team ID: ____________________________     Date: __________________

Scoring:

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>2</th>
<th>Fair</th>
<th>3</th>
<th>Good</th>
<th>4</th>
<th>Very Good</th>
<th>5</th>
<th>Excellent</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
</table>

______(40%)  
**Content**
- Accuracy of service description
- Accuracy of portrayal of firm’s service delivery process
- Quality of recommendations/discussion of design/redesign of service delivery process
- Comprehensive blueprint and recommendations
- Estimates of cost of recommended actions/redesign

______(30%)  
**Delivery**
- Presentation clear, concise, and in logical and/or sequential form
- Speakers’ command of audience attention and interest
- Presentation within time limits
- Effectiveness of transitions between speakers
- Effectiveness of speakers’ volume and pace
- Speakers’ use of appropriate non-verbal behavior
- Confidence and professionalism

______(10%)  
**Visuals**
- Clear and readable
- Relevant to blueprint and service delivery process
- Attractive and professional

______(10%)  
**Questions and Answers**
- Responsiveness to judges
- Quality of responses to questions

______(10%)  
**Team Participation**
- Level and quality of participation of all team members