|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **0** | **0** | **80** | **90** | **100** |
| **Did not Submit** | **No Pass** | **Competence** | **Proficiency** | **Mastery** |
| **Not Submitted** | **No definition of the standard of Customer Service for the RV dealership.** | **Defined the standard of Customer Service for the RV dealership, but lacks explanation of key customer service standards.** | **Defined the Standard of Customer Service for the RV dealership, but definition is underdeveloped.** | **Defined the Standard of Customer Service for the RV dealership using examples and research.** |
| Not Submitted | No evaluation of customer needs. | Evaluated some of the 5 needs of customers (service, price, quality, action, and appreciation) but lacks explanation. | Evaluated the 5 needs of customers (service, price, quality, action, and appreciation) but verbiage is unclear and lacks examples or research for the each of the needs. | Evaluated the 5 needs of customers (service, price, quality, action, and appreciation) and their significance for the dealership's customer service standards including clearly defined examples and research for each need. |
| Not Submitted | No analysis of the techniques for exceeding customer's expectation. | Analyzed techniques for exceeding customer's expectations but analysis is underdeveloped and lacks clarity. | Analyzed techniques for exceeding customer's expectations but does not include details or examples on how each technique could be used in the dealership's Standards of Customer Service initiative. | Analyzed techniques for exceeding customer's expectations and details using examples and research how each technique could be used in the dealership's Standards of Customer Service initiative. |

**Grading Rubric**