

Nursery/Landscape
Written Customer Assistance Practicum Scorecard

Name:
State:

Chapter:
Team No.:
Member No.:

	Possible Points	Member Score
Customer Relations <ul style="list-style-type: none"> • Does the letter create/maintain goodwill (is it free of negative words that create an unpleasant tinge)? • Is the tone appropriate for the letter purpose? • Does the letter emphasize reader (you) rather than writer (I)? • Is the tone and reading level appropriate for reader? 	10	
Business Letter Form <ul style="list-style-type: none"> • Is the letter written in acceptable business format including the date, inside address, salutation, body, complimentary close, signature and additional data (pc, enclosure, etc.)? 	10	
Organization <ul style="list-style-type: none"> • Is the content organized in logical, coherent order? • Is the letter properly divided into paragraphs with topic sentences? • Is the letter divided into sentences which clearly convey key points? • Does the letter use short conversational words? 	10	
Technical Information <ul style="list-style-type: none"> • Is the technical information provided in letter correct? • Is the information provided in simple, clear, concise manner? • Does the letter relate directly to the inquiry? 	10	
Grammar/Punctuation <ul style="list-style-type: none"> • Is the letter free of grammatical errors and misspelled words? 	10	
Total Score:	50	
Deductions (i.e., Rules Infractions, Missing Content)		()
Grand Total:		

Judge's Name:

Signature/Date: