

Rubrics for Prompt 1 — SOP Application Across Two Customer Types
Loom Video Rubric (Two Videos)

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement
SOP Application	Applies SOP accurately and adapts delivery clearly across both customer types; demonstrates strong alignment with bundled sales initiative.	Applies SOP correctly in both scenarios with minor inconsistencies.	SOP steps missing, unclear, or applied inconsistently.
Use of Checklist Strategies	Integrates ≥1 checklist strategy in each scenario and explains its impact on call-length efficiency.	Uses at least one checklist strategy but does not fully explain its impact.	Checklist strategies missing or misapplied.
Scenario Adaptation	Demonstrates clear, intentional differences between decisive vs. hesitant customer approaches.	Shows some adaptation between scenarios.	Little or no adaptation; both videos feel the same.
Professional Communication	Maintains strong clarity, pacing, and customer rapport in both videos.	Communication is generally clear with minor issues.	Communication unclear, rushed, or difficult to follow.

Written Reflection Rubric (150–200 words)

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement
Critical Comparison	Provides thoughtful, specific comparison of both scenarios with clear reasoning.	Provides basic comparison with some explanation.	Comparison vague or missing.
Theory-Practice Connection	Explicitly connects SOP + checklist strategies to real call-length management.	Mentions SOP or checklist but connection is weak.	No connection to SOP or checklist.
Clarity & Organization	Well-structured, concise, and easy to follow.	Generally clear with minor issues.	Disorganized or unclear.

Peer Reply Rubric (150–200 words)

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement
Comparison & Insight	Identifies a peer’s strength with clear explanation and actionable insight.	Identifies a strength with basic explanation.	Strength unclear or not explained.
Community Building	Offers constructive, supportive feedback that encourages skill growth.	Feedback is polite but limited.	Feedback is minimal or non-constructive.
Application to Own Practice	Clearly explains how peer’s strategy will improve personal workflow.	Mentions improvement but lacks detail.	No connection to personal improvement.

Rubrics for Prompt 2 — SOP Application Across Two Customer Types
Loom Video Rubric (Single Video)

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement
Acknowledgment of Concern	Acknowledges billing concern clearly and professionally without derailing call flow.	Acknowledges concern adequately.	Acknowledgment unclear or missing.
Transition Back to SOP	Transition is smooth, confident, and clearly aligned with SOP.	Transition is mostly smooth with minor issues.	Transition is abrupt, confusing, or misaligned with SOP.
Use of Checklist Strategies	Uses ≥1 checklist strategy effectively and demonstrates its impact on call efficiency.	Uses at least one strategy but impact unclear.	Checklist strategies missing or misused.
Call Focus & Professionalism	Maintains strong focus and rapport throughout.	Focus mostly maintained.	Focus inconsistent or communication unclear.

Written Reflection Rubric (150–200 words)

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement
Critical Analysis	Provides clear reasoning for transition choices and their impact on call-length efficiency.	Provides basic reasoning with some clarity.	Reasoning vague or missing.
Theory-Practice Connection	Strong connection between SOP, checklist strategies, and real-world call handling.	Mentions SOP or checklist but connection is weak.	No connection to SOP or checklist.
Clarity & Organization	Well-structured and easy to follow.	Generally clear.	Disorganized or unclear.

Peer Reply Rubric (150–200 words)

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement
Technique Comparison	Clearly identifies a peer’s strength with detailed analysis.	Identifies a strength with basic explanation.	Strength unclear or not explained.
Community Building	Feedback is constructive, supportive, and encourages deeper thinking.	Feedback is polite but limited.	Feedback is minimal or unhelpful.
Application to Own Practice	Provides a clear, actionable plan for adopting peer’s technique.	Mentions improvement but lacks detail.	No connection to personal improvement.