



# PROFESSIONAL SALES

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The **Professional Sales** event involves a student's demonstration of his/her ability to organize and deliver a sales presentation for a product and/or service of the student's choice, including interaction with one or more potential buyers (judges). The ability of the student to interact with buyers and initiate a purchase is the major focus of this event.

## MARKETING

### EVENT OVERVIEW

The Professional Sales event involves the student selecting a product and/or service to sell. The student will have a choice of making a presentation of:

- A. Any item or items to be sold to a company to be used for resale.
- B. Any item that is to be an industrial or trade product or service to be used in a company, firm or store in the operation of its business.
- C. Any item to be sold to the ultimate consumer.

The student will assume the role of a sales representative for the organization. The role of the judge will be that of a potential buyer of the product and/or service.

Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students will be named finalists. Finalists will make a second sales presentation.

### LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge relating to the selected product(s) and/or service(s), through the development and delivery of a sales presentation to the judge the student will:

- Collect information, obtaining facts and ideas about the product(s) and/or service(s)
- Apply selling principles and techniques to the business environment
- Understand the concept of feature/benefit selling
- Demonstrate knowledge/ understanding of customer/client needs
- Organize and deliver an effective sales presentation
- Close a sales presentation effectively

### 21<sup>ST</sup> CENTURY SKILLS

Students will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

## GUIDELINES FOR THE PRESENTATION

- The student will have up to **15 minutes** to set up in the presentation area, make the sales presentation and answer questions from the judge(s). Part of this time may be used by the student to make an introduction to:
  - Inform the judges, as the potential buyers, of the active role they are to play.
  - Set the stage for a typical situation.
- The objective for the student is to act as a sales representative making a sales presentation to a potential buyer. Prior to the conference, the student will select a product and/or a service to sell. The student will have a choice of making a presentation of:
  - Any item or items to be sold to a company to be used for resale.
  - Any item that is to be an industrial or trade product or service to be used in a company, firm or store in the operation of its business.
  - Any item to be sold to the ultimate consumer.
- The judges will serve as potential buyers, and the student may involve the buyers in the presentation. The judges may also initiate interaction with the student based on their roles.
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Other persons may assist in the set-up, but only for the time needed for set up. After this time they must leave the room.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Product samples and other such items of value that are presented to the judges must be returned to the student by the event manager after the student has been judged.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.



1 PARTICIPANT



SALES PRESENTATION



15 MINUTES  
PRESENTATION TIME

## PRESENTATION JUDGING

Students with a career interest in sales will select any item or items to be sold to a company to be used for resale, or any item that is to be an industrial or trade product or service to be used in a company, firm or store in the operation of its business or a product or service to be sold to the ultimate consumer. The student will make decisions regarding the situation and delivery of the sales presentation.

The student will assume the role of a sales representative for the product and/or service. The role of the judges will be that of potential buyers for the product and/or service.

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Evaluation Form.
- Students will be scheduled for presentations at 20-minute intervals.
- Students will have up to **15 minutes** to set up visuals in the presentation room/area, make the sales presentation and respond to any questions you may have. Part of this time may be used by the student to make an introduction to:
  - Inform the judges, as the potential buyers, of the active role they are to play.
  - Set the stage for a typical situation.The student may involve the judges in the presentation, and the judges may also initiate interaction with the student based on their roles.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should students be asked where they are from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision on the financing will be made soon and that the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **5 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, then initial the total score.
- When scoring, the main question to ask yourself is “Would I purchase these products and/or services based on the student’s presentation?”

## JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

## EVALUATION CRITERIA

A score under the heading

**Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets**

**Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading

**Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



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## EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Product presentation—Analyze and determine customer needs	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
2. Opening: Personal introduction; opening statement; create interest in product/service	0-1-2	3-4-5	6-7-8	9-10	
3. Product presentation—Benefits matched customer needs	0-1-2	3-4-5	6-7-8	9-10	
4. Product presentation—Demonstrate adequate knowledge of product/service features	0-1-2	3-4-5	6-7-8	9-10	
5. Closing: Summary and conclusion of presentation; reacting/responding to customer reactions; opening for call-back	0-1-2	3-4-5	6-7-8	9-10	
6. Handling objections: Welcome and listen to objections; handle and overcome objections with respect	0-1-2	3-4-5	6-7-8	9-10	
7. Presentation skills: Clarity; tempo vocabulary and grammar; pitch; volume; enthusiasm, enunciation and pronunciation	0-1-2	3-4-5	6-7-8	9-10	
8. Organization of presentation: Neatness and organization of material; order of presentation	0-1-2	3-4-5	6-7-8	9-10	
9. Product presentation—Demonstrate interest in the customer.	0-1	2-3	4	5	
10. Reaction under pressure: Consider time, answering questions	0-1	2-3	4	5	
11. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc.	0-1	2-3	4	5	

**TOTAL POINTS (100)**

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the student with the highest score for #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11.

JUDGE \_\_\_\_\_