



PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**
Sponsored by Merrill Wealth Management

Hospitality and Tourism Professional Selling **HTPS**
Sponsored by Universal Orlando Resort

Professional Selling **PSE**
Sponsored by Vector Marketing



The **Professional Selling and Consulting Events** provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

The guidelines for each of the Professional Selling and Consulting Events have been consolidated to facilitate coordination of participant activities in each of the career categories. This means the evaluation form will be the same for each career category. However, each career category will deliver a sales presentation or consultation for a different product or customer described below in the "Products/Services and Target Customer Descriptions" section.

2026-2027 SCENARIOS

New products, services and target market customers (prospects) will be identified annually. The participant will research an actual company that he/she represents and real product(s)/service(s) to be presented. The participant will also research the target customer that the product/service will be presented to. Then the participant will present the product(s)/service(s) using the steps in the selling/consulting process to meet the needs of the customer (prospect).

\$ FINANCE

Financial Consulting: For 2026-2027, you will assume the role of a financial consultant meeting with a small-business owner in their late 50's who is beginning to think about retirement and succession planning. The client wants to explore options for selling, transferring, or winding down their business while maximizing financial security..

🌐 HOSPITALITY + TOURISM

Hospitality and Tourism Professional Selling: For 2026-2027, you will assume the role of a sales representative for a tour wholesaler that designs immersive, experience-based group travel packages (culinary tours, cultural immersions, adventure itineraries). A local travel agency is looking to move away from traditional group bus tours and wants to modernize its offerings for younger travelers.

📱 MARKETING

Professional Selling: For 2026-2027, you will assume the role of a sales representative for a company that offers an integrated platform combining AI-powered customer service tools and retail analytics. A regional retail chain owner has scheduled a meeting to learn how your solution can reduce response times, lower staffing costs, optimize inventory, and improve the overall customer experience both in-store and online. Your goal is to explain how your platform can help the business operate more efficiently while increasing customer satisfaction and sales.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

EVENT OVERVIEW

- These events consist of two major parts: the cluster exam and the oral presentation. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- These events are for **individual participants** only.
- The participant will be given a 100-question, multiple-choice, **cluster exam** testing knowledge of the Business Administration Core performance indicators and the Cluster Core performance indicators.
 - Participants in the Financial Consulting Event will take the Finance Cluster Exam.
 - Participants in the Hospitality and Tourism Professional Selling Event will take the Hospitality and Tourism Cluster Exam.
 - Participants in the Professional Selling Event will take the Marketing Cluster Exam.Complete lists of performance indicators are available at www.deca.org.
- The participant will organize appropriate information and present a sales presentation or provide consultation to a potential buyer or client.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of the content and presentation technique.

PRESENTATION GUIDELINES

- The objective for the sales presentation or consultation is for the participant to assume the role of salesperson or consultant making a presentation to a potential buyer or client (judge). Prior to ICDC, the participant will prepare a sales presentation or consultation presentation for the product/service and target market customers described in the appropriate categories.
- The participant will make a 15-minute sales presentation or consultation presentation to the judge worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant may bring presentation notes to use during the sales presentation or consultation.
- If time remains, the judge may ask questions pertaining to the sales presentation or consultation.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participant will make a 15-minute presentation or consultation to you. As the judge, you are to assume the role of a potential buyer for the product(s) and/or service(s) or a client seeking consultation.

At the beginning of the presentation (after introductions), the participant will make the presentation or consultation. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate.

At the conclusion of the presentation, thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



CLUSTER
SPECIFIC EXAM



CONSULTATION /
SALES PRESENTATION



15 MINUTES
INTERVIEW TIME



PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING FCE
 HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS
 PROFESSIONAL SELLING PSE

PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Opening/Engagement Delivers a confident and compelling opening that engages the client, establishes credibility, and frames a productive dialogue.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. Assessing Needs Communicates insight into the client's goals, challenges, and expectations.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. Positioning Value Articulates the features, benefits, and value (FBV) of the product/service/solution explicitly aligning to the assessed client needs.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Solution Recommendation Demonstrates appropriate products/services/action to solve the client needs while confidently and accurately addressing inquiries or objections.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Closing and Follow-up Guides the client toward a decision or next steps using relevant closing techniques.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	

PRESENTATION TECHNIQUE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Organization Information is presented in a logical sequence that can be easily followed and understood.	0-1	2-3	4	5	
7. Effectiveness Presentation effectively persuades, informs, or inspires by communicating a clear message.	0-1	2-3	4	5	
8. Delivery Presentation engages the audience through interactive techniques (e.g., visual storytelling, etc.).	0-1	2-3	4	5	
9. Presentation Design Visual aids and themes are used throughout and are appropriate, professional, and add value to the presentation.	0-1	2-3	4	5	
10. Overall Impression Demonstrates overall career readiness through professionalism, poise and confidence.	0-1	2-3	4	5	

TOTAL POINTS (100)

TOTAL SCORE