SALES MANAGEMENT AND LEADERSHIP EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Professional Selling

INSTRUCTIONAL AREA
Selling

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s).

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the concept of market and market identification.
- Build rapport and credibility with prospect.
- Assess prospect's needs in relation to product offering.
- Demonstrate product solution for prospect's needs.
- Explain the concept of competition.

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CASE STUDY SITUATION

You are the director of sales at **EXCEED**, a customer relationship management platform that works specifically with small businesses and entrepreneurs. **EXCEED** is an easy-to-use platform that helps small business owners set up their initial system for the business. **EXCEED** not only has sales representatives that help clients navigate needs but also has dedicated client representatives that are available to answer questions, has shared screen video conferencing and unlimited access to tutorials.

Customers praise the company for allowing small businesses to start out small with **EXCEED**, only purchasing elements that are needed at the time and then adding on as the business grows. Other customer relationship management platforms sell clients more than is needed or up-sell components that are not necessary.

The sales team at **EXCEED** has marketed directly to small business owners. New small businesses are found using public records like business license filings and state business registries. Business journals and news outlets are also used to locate prospective customers.

YOUR CHALLENGE

The president of **EXCEED** wants the sales team to use social selling strategies, specifically using LinkedIn. The president feels that LinkedIn is a great resource to easily find new small business owners and existing small business owners that would benefit from **EXCEED**.

The president wants you to determine how the sales team can use LinkedIn to search and find large groups of prospective clients and build a rapport with group members. The president then wants you to explain and demonstrate how the group can actively participate in the groups by:

- Demonstrating expertise
- Differentiating from competitors
- Assessing prospect needs

You will explain the social selling strategies to the president before introducing them to the sales team.

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EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.

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SALES MANAGEMENT AND LEADERSHIP – 2026

JUDGE'S EVALUATION FORM
ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Selling

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification.	0-1-2-3	4-5-6	7-8-9	10	
2.	Build rapport and credibility with prospect.	0-1-2-3	4-5-6	7-8-9	10	
3.	Assess prospect's needs in relation to product offering.	0-1-2-3	4-5-6	7-8-9	10	
4.	Demonstrate product solution for prospect's needs.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the concept of competition.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	**Unique** Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	**Practical** Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	**Effective** Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	**Critical Thinking** Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	**Communication** Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	**Decision Making** Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
					TOTAL SCORE	

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