



CAREER CLUSTER

Marketing

CAREER PATHWAY

Professional Selling

INSTRUCTIONAL AREA

Selling

SALES MANAGEMENT MEETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Analyze product information to identify product features and benefits.
- Discuss motivational theories that impact buying behavior.
- Convert customer/client objections into selling points.
- Develop strategies to position products/services.
- Interpret business policies to customers/clients.

CASE STUDY SITUATION

You are the sales manager at RECLAIM, a store that sells reclaimed and refurbished flooring. The company sells extremely unique pieces of wood that is recycled as flooring. RECLAIM uses the wood from historic sites, vintage buildings and famous landmarks. Each sale is accompanied by an official document that lists the origins of the wood used in the flooring.

Most of the customers that contact RECLAIM about flooring are excited about the prospect of not only having a unique piece of history, but about purchasing something recycled and participating in the green initiative. Customers tend to use the RECLAIM website for initial inquiries and then visit the showroom or schedule a meeting to make and finalize purchases.

RECLAIM'S prices are well above standard flooring, even more than premium flooring purchased at boutiques. Prices at RECLAIM start at \$19.99/square foot which is well above the starting price of \$2.99/square foot found at home improvement retailers across the nation.

YOUR CHALLENGE

The owner of RECLAIM is finding that more and more customers are interested in RECLAIM and excited about the green aspect of the wood, but then object to the high price of the reclaimed wood. In addition, customers are upset to learn that RECLAIM'S flooring must be installed by a member of the RECLAIM team and there is an extra cost of \$4.00/square foot to have the flooring installed and finished. It is extremely important to the integrity of the product that the reclaimed flooring is installed and finished by a RECLAIM professional.

The owner wants you to put together a sales strategy for the sales team that will help turn customer complaints into selling points. You must include:

- Methods to turn customer price objections into selling points
- Strategies to position RECLAIM products
- Ways to effectively communicate the extra cost for installation and finishing
- Factors that will impact buying behavior

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**SALES MANAGEMENT MEETING
2023**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Selling

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Convert customer/client objections into selling points?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						