



CAREER CLUSTER

Marketing

CAREER PATHWAY

Professional Selling

INSTRUCTIONAL AREA

Selling

SALES MANAGEMENT AND LEADERSHIP 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

- Describe the use of target marketing in professional selling.
- Determine sales strategies.
- Prepare sales presentation.
- Demonstrate connections between company actions and results.
- Plan follow-up strategies for use in selling.

CASE STUDY SITUATION

You are the sales manager at FUEL TIME TV (FTTV), a new video network that broadcasts creative content, information and advertisements at FUEL TIME fuel pumps across the nation. FUEL TIME is a leading gas station and convenience store chain that has thousands of locations both in communities and in travel centers located off freeways.

FUEL TIME developed its own video network, FTTV, to showcase its own creative content and information about FUEL TIME, automobile safety and maintenance, road trips and more. FTTV will soon debut at all of the FUEL TIME travel center fuel pumps and will debut at all FUEL TIME community locations next summer.

YOUR CHALLENGE

The content has been created for the first six months of FTTV and executives at FUEL TIME now want the focus to be on securing advertising. The director of sales wants you to choose one national company that would be a good fit for advertising on FTTV, and that company's ads will be seen by people filling their vehicles with gasoline.

The director of sales wants you to:

- Choose one national company that would benefit from advertising on FTTV on fuel pumps at travel centers located off freeways.
- Prepare an advertising sales presentation for that company
- Include sales strategies and demonstration of connections and results in the presentation
- Plan follow-up strategies for after the presentation

You will present the sales presentation to the director of sales.

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 AND LEADERSHIP
 2024**

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.	Describe the use of target marketing in professional selling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine sales strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Prepare sales presentation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Plan follow-up strategies for use in selling?	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						