

**Objective**

The Professional Sales event involves a participant's demonstration of his/her ability to organize and deliver a sales presentation for a product and/or service of the participant's choice, including interaction with one or more potential buyers (judges).

**Description**

The Professional Sales event involves the participant's selection of a product(s) and/or service(s), and the organization and delivery of a sales presentation to a group of potential buyers of any item or items to be sold to a company for resale, or any 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 ability of the participant to interact with buyers and initiate a purchase is the major focus of this event.

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

**For international competition**

The content to be evaluated is found in the standard Evaluation Form located in these Guidelines, with a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will make a second sales presentation. The following guidelines will be applied to the presentations at the International Career Development Conference.

**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 business and industry professionals (judges) the participant will develop or reinforce the following areas in relation to selling in the industry selected:

- Collecting information, obtaining facts and ideas about the product(s) and/or service(s)
- Applying selling principles and techniques to the business environment
- Understanding the concept of feature/benefit selling
- Demonstrating knowledge/understanding of customer/client needs
- Organizing and delivering an effective sales presentation
- Closing a sales presentation effectively

**Guidelines for the Presentation** | Refer to the Evaluation Form.

1. The objective for the participant is to act as a sales representative making a sales presentation to a potential buyer(s).
2. Prior to the conference, the participant will select a product(s) and/or service(s) to sell. The participant 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.
3. Participant must furnish his/her own materials, equipment, supplies, etc.
  - a. Merchandise or facsimile, or pictures of same.
  - b. Materials that are commercially prepared.
  - c. Order book/purchase order, pen or pencil, note paper, etc.
  - d. Audio and/or visual aids (may be commercially prepared).
  - e. A personal or laptop computer/hand-held digital organizer may be used when appropriate.

DECA ASSUMES NO RESPONSIBILITY FOR DAMAGE/LOSS OF MATERIALS, EQUIPMENT, SUPPLIES, ETC. If equipment is used, it is highly recommended that the participant use a power strip or surge protector. There may or may not be electrical outlets in the presentation room. Participants will be informed of the availability of outlets during their event briefing session at the conference.

4. Participants will have up to twenty (20) minutes to set up in the presentation room/area, make the sales presentation and respond to any questions from the judges. Part of this time may be used by the participant to make an oral introduction to:
  - a. Inform the judge(s), as the potential buyer(s), of the active role they are to play.
  - b. Set the stage for a typical situation.

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.

5. The judge(s) will serve as potential buyers, and the participant may involve the buyers in the presentation. The judges may also initiate interaction with the participant based on their roles.
6. Product samples and other such items of value that are presented to the judge(s) must be returned to the participant after the participant has been judged. This should be handled by an event manager, not directly between the judge(s) and the participant.
7. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted and asked to follow the noise policy. Failure to do so may result in disqualification.

Note: The noise level maybe less of an issue when only one presentation is taking place in a room at a time (often the case with this event).

**Presentation Schedule**

- Twenty (20) minutes for participant set up, sales presentation and questions by the judges
- Five (5) minutes for scoring by the judges

The Professional Sales event was created by Collegiate DECA in response to the career opportunities available for college graduates in the area of sales.

Participants 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. The participant will make decisions regarding the situation and delivery of the sales presentation.

The participant will assume the role of a sales representative for the product(s) and/or service(s). The role of the judge(s) will be that of potential buyers for the product(s) and/or service(s).

### Judging the Presentation

Please familiarize yourself with all of the guidelines before interacting with the participants. Your job is to evaluate the participant's sales presentation using the Evaluation Form.

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Please place the participant's name and identification number (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the evaluation form for this event.
3. Participants will be scheduled for presentations at twenty-five (25) minute intervals. Remember, you are role-playing a potential buyer.
4. The participant will have up to twenty (20) 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 participant to make an oral introduction to:
  - a. Inform you, as the potential buyer(s), of the active role you are to play.
  - b. Set the stage for a typical situation.
5. While you are serving as potential buyers, the participant may involve you in the presentation. You may also initiate interaction with the participant based on your role.
6. Following the participant's interaction with you, please thank the participant but give no indication of the participant's performance/score.
7. During the last five (5) minutes, after the participant is excused from the judging area, you may score the participant. 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 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 participant's presentation?" The maximum score for the evaluation is one hundred (100) points.

Note: If a bubble score sheet is not provided, indicate your scores on the Sales Representative Evaluation Form.

### Presentation Schedule | In twenty-five (25) minute intervals

- Twenty (20) minutes for participant set up, sales presentation and questions by the judges
- Five (5) minutes for scoring by the judges

### Evaluation Criteria

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the sales presentation was done in an effective, creative way; in effect, nothing more could be expected of the participant, and the presentation was delivered in a way that would initiate your purchase.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the sales presentation was done well. There may be a few minor problems or omissions, but they are not significant. A sales presentation which earns this level in every category for the presentation would probably receive strong consideration for purchase.

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.

### Judging Summary

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

We hope you are impressed by the quality of work of these participants with a career interest in the area of selling. If you have any suggestions for improving this event, please mention them to your event manager.

**We thank you for your help.**

Participant's Name: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

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

Total Judged Points (100 maximum): \_\_\_\_\_

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

JUDGE SECTION: A B C D E F G (circle one)

**TIE BREAKER**

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