



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

1. Determine sales strategies.
2. Explain the nature and scope of the selling function.
3. Explain key factors in building a clientele.
4. Explain the nature of sales forecasts.
5. Motivate team members.



CASE STUDY SITUATION

You are the director of sales for a major U.S. electrical products manufacturer. Your company manufactures dimmer switches for lighting systems. Although your company sells dimmer switches in both the wholesale electrical products industry and retail hardware stores such as Lowe's and Home Depot, electrical contractors typically purchase your products through electrical wholesalers nationwide.

Your company has a history of going to market through independent manufacturer's representatives. Most of these outsourced field sales force are representative agencies that are small (5 – 15 employees) that pay their own expenses, salaries and training. You pay these agencies a 6% commission to sell your dimmer switches in their respective geographic territories. It is important to note that on average, each agency represents 15 other electrical manufacturers. You manage sales with 36 rep firms nationwide and must create an annual sales plan with every one of these agencies.

Recently a large French conglomerate that has no experience using independent manufacturer's representatives has purchased your company. At the beginning of 2010, management sent out a memo stipulating that your lighting systems division must eliminate independent reps in 20 of your largest populated markets. A direct sales force in these 20 market territories will replace them.

YOUR CHALLENGE

Because your company has been a long term player in the electrical industry, you have some rep firms that have sold your products for over 15 years. Because you manage 36 territories nationwide, you must create an annual sales plan for every one of your rep firms. While you don't have the time or financial resources to travel to every territory to develop the annual sales plans, you do meet all of them during a national sales meeting at the National Electrical Manufactures Representatives' Association (NEMRA) Annual Conference. At the 2010 NEMRA Conference, you will meet briefly with each of your rep firms and go over the implementation of their sales plans. At this national sales meeting to be held at NEMRA, you will be introducing new products, sales promotions and firing 20 of your rep firms in the largest 20 markets. While you have sent out letters to all of these rep firms stating that they will no longer be selling for your company, you still will need to meet with them at the NEMRA Conference.

Because these independent reps are your only sales force, you need to motivate each agency so they focus on selling your products.

As you develop your agenda for the national sales meeting, you need to have part of the meeting for new product introductions and upcoming sales promotions. How do you set the agenda for the national sales meeting knowing that you will need to terminate 20 of the rep firms that will be attending the conference? How do you handle this situation in a professional manner while still motivating the 16 rep firms that will still be selling your product line?

JUDGE'S EVALUATION FORM
SALES MANAGEMENT MEETING
SAMPLE

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
DID THE PARTICIPANT:					
1. Determine sales strategies?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
2. Explain the nature and scope of the selling function?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
3. Explain key factors in building a clientele?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
4. Explain the nature of sales forecasts?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
5. Motivate team members?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
PRESENTATION					
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
6. Clarity of expression	5	4	3-2	1-0	_____
7. Organization of ideas	5	4	3-2	1-0	_____
8. Showed evidence of mature judgment	5	4	3-2	1-0	_____
9. Overall performance: Appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions.	10-9	8-7-6	5-4-3	2-1-0	_____
			TOTAL SCORE		_____