

Professional Selling Events, 2012

Hospitality and Tourism Professional Selling Event

Professional Selling Event

Purpose

The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services.

The guidelines for each of the Professional Selling Events have been consolidated to facilitate coordination of participant activities in each of the occupational categories. This means the evaluation form will be the same for each occupational area. However, each occupational area will deliver a sales presentation for a different product described below in the “Products/Services and Target Customer Descriptions” section.

2012 Products/Services and Target Customer Descriptions

New products, services, and target market customers (prospects) will be identified annually. The participant will research the company he/she represents and the product(s)/service(s) to be presented. The participant will also research the business/organization that the product/service will be presented to. Then the participant will present the product(s)/service(s) to meet the needs of the customer (prospect).

- **Hospitality and Tourism Professional Selling Event**

For 2011–2012, you will assume the role of sales manager at a hotel. The target customer is a bride-to-be/groom-to-be selecting the site for his/her wedding. The customer must select a reception site, room block and the associated food and beverage services to accommodate the wedding party and the expected 150 guests. Specifically, the target customer would like to have:

- a room block for guests consisting of 10 rooms with king-sized beds and 10 rooms with two (2) double beds.
- a buffet-style dinner reception.
- a reception hall with enough space for dinner and entertainment.
- peace of mind.

- **Professional Selling Event**

For 2011–2012, you will assume the role of sales representative for a language-learning software company. The target customer is the vice president of sales for a pharmaceutical firm based in the United States. The pharmaceutical firm currently conducts business only within the United States, but plans on expanding its sales operations into Mexico, Canada, and Brazil. In order to effectively interact with clients in these countries, sales representatives must be able to effectively communicate in the native languages of these new markets. The vice president of sales wants to purchase language-learning programs to help the company sales representatives learn new languages. The vice president of sales is looking for language-learning programs that are easy to use, effective, engaging and cost-effective.

Procedure

- Professional Selling Events consist of two major parts: the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score.
- Professional Selling Events are for **individual participants** only.
- The participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Cluster Core performance indicators.

- Participants in the Hospitality and Tourism Professional Selling Event will take the Hospitality and Tourism Cluster Exam.
- Participants in the Professional Selling Event will take the Marketing Cluster Exam.
- The participant will organize appropriate information and present and defend a sales presentation to a potential buyer/client.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a sales presentation and will be followed by 5 minutes for the judge’s questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the 5 minutes following the presentation.

Skills Assessed

The participant will demonstrate skills needed to address the components of the project as described in the definitions and evaluation forms as well as learn/understand the importance of

- 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
- critical thinking/problem-solving skills
- 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
- how to apply selling principles and techniques to the business environment

Complete lists of performance indicators are available at www.deca.org/competitions/2/.

Presentation Guidelines

- The objective for the sales presentation is for the participant to assume the role of salesperson making a presentation to a potential buyer (judge). Prior to ICDC, the participant will prepare a sales presentation for the product/service and target market customers described above.
- The participant will make a 20-minute sales presentation to the judge worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant will spend not more than 15 minutes setting up visual aids and delivering the sales presentation. The participant may bring presentation notes to use during the sales presentation.
- The judge will spend the remaining 5 minutes questioning the participant. (See the Presentation Evaluation Form.)
- The participants may use the following items during the oral presentation:
 - visual aids appropriate for an actual sales presentation.
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - one (1) hand-held digital organizer.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permit-

ted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power will be supplied.

- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Presentation Judging

The participant, assuming the role of salesperson, will have prepared a sales presentation for the product(s) and/or service(s) described above. The role of the judge is that of potential buyer for the product(s) and/or service(s).

During the first 15 minutes of the presentation (after introductions), the participant will set up any visual aids and make the sales presentation. Setup time and presentation time are included in the 15 minutes. Allow the participant to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participant on his/her presentation. Familiarize yourself with all of the guidelines before starting to evaluate the entry. Your job is to complete the Presentation Evaluation Form.

After the questioning period, please thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the proposal during the presentation.

Professional Selling Events, 2012

Participant(s): _____

Oral Presentation Evaluation Form

I.D. Number: _____

| | Exceeds Expectations | Meets Expectations | Below Expectations | Little/No Value | Judged Score |
|--|-------------------------|-----------------------|-----------------------|--------------------|-----------------|
| 1. The opening was effective | 6-5 | 4 | 3-2 | 1-0 | _____ |
| 2. Clearly demonstrated thorough and effective product/service knowledge | 20-17 | 16-14 | 13-8 | 7-0 | _____ |
| 3. The information was realistic and logical (e.g., timelines, finances) and was clearly communicated | 7-6 | 5 | 4-3-2 | 1-0 | _____ |
| 4. Effectively used feature/benefit selling that appeals to primary and secondary target markets | 7-6 | 5 | 4-3-2 | 1-0 | _____ |
| 5. Effectively used suggestion selling to enhance the presentation | 7-6 | 5 | 4-3-2 | 1-0 | _____ |
| 6. Overcame objections in a poised and confident manner; answered all questions from the judge | 7-6 | 5 | 4-3-2 | 1-0 | _____ |
| 7. Effectively moved toward the close of the sale | 7-6 | 5 | 4-3-2 | 1-0 | _____ |
| 8. Used visual aids to clarify and/or enhance the presentation (e.g., prospectus, proposals, fact sheets)..... | 10-9 | 8-7 | 6-5-4 | 3-2-1-0 | _____ |
| 9. The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation | 15-13 | 12-10 | 9-5 | 4-0 | _____ |
| 10. Professional appearance, poise and confidence | 7-6 | 5 | 4-3-2 | 1-0 | _____ |
| 11. Judge’s subjective evaluation of the total performance; overall general impression | 7-6 | 5 | 4-3-2 | 1-0 | _____ |

Total Possible Points: 100

Judge’s Total Score: _____

Judge: A B C D E F G H I J (circle one)