

Technical Sales Event, 2010

Purpose

The purpose of the Technical Sales Event is to provide an opportunity for the participant to organize and deliver a sales presentation for one or more technical products and/or services.

Procedure

- This event consists of two major parts: the **written comprehensive 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.
- This event is for **individual participants** only.
- The participant will be given a 100-question, multiple-choice, **comprehensive exam** testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators.
- The participant will organize appropriate information and present and defend a sales presentation.
- The participant will 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 content outline 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 from DECA's Web site, www.deca.org/celisting.html.

Presentation Guidelines

- The objective for the sales presentation is for the participant to assume the role of marketing representative for a company that sells technical products/services making a presentation to a potential buyer (judge). Prior to ICDC, the participant will prepare a sales presentation for the product and target market customers described below.
- 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.)
- Visual aids that are appropriate for an actual sales presentation may be used. Appropriate visual aids include slides (no sound), merchandise or a facsimile (or pictures of same), an order book, a pen or pencil, and not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each and/or one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the participant will be permitted, and the participant must set up the visuals. Participant is allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Participant is allowed to make use of a personal laptop computer and/or a handheld-digital organizer he/she provides. If participant uses a personal computer, he/she must bring his/her own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the participant.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Product and Target Customer Description

New product and/or service target market customers (prospects) will be identified annually. The participant will research both 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).

For 2009–2010 the target customer is a business that delivers packages to both businesses and the general public. The deliveries are made with a fleet of vehicles that are used six days per week. Over the past several years the technology called Global Positioning Systems (GPS) has become a popular consumer gadget for personal vehicles. This new technology has caught the attention and interest of businesses as well. The price of providing gas for a fleet of vehicles has caused this target customer/prospect to look for ways to increase efficiencies. GPS technology and the data that GPS can provide have provided a navigation tool for businesses. Keeping in touch with its employees, being more productive, and providing great customer service are necessary for this target market customer. Time really is money for this target market.

The specific technology is a Global Positioning System. The participant can decide the brand and model to present. This target market is looking for a mid-range price, however, it is more important that the GPS do all that the target market expects of the equipment.

Minimum requirements for the GPS include:

- providing maps for drivers
- tracking device for fleet managers
- furnishing data for improving delivery routes
- integrating with cell phone technology
- eliminating unauthorized use of fleet vehicles
- decreasing fuel costs

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Presentation Judging

The participant, assuming the role of marketing representative, 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.

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Participant(s): _____

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)

Marketing Representative Events