



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

PROFESSIONAL SALES

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



PROFESSIONAL SALES

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge involves a presentation by one participant.
- You have been assigned to judge one section of this event.
- In your section, you will judge 10-15 participants, who are only competing against each other in the preliminary competition. The top performing participants from each section based on their presentation score will advance to final competition.
- As a judge, you will evaluate the participant's presentation using the provided rubric.

YOUR ROLE AS A JUDGE

- Carefully review the event guidelines and evaluation form, understanding your characterization as a judge. When it is time for you to begin seeing the participants, they will be brought to your judging area one participant at a time.
- When a participant is brought to your judging area, the 20-minute presentation time will begin immediately after introductions. This includes any time that the participant may need for setting up his/her presentation.
- Following the presentation, and if time remains, you may ask questions.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Items of monetary value may be handed to but may not be left with the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- At the conclusion of the presentation, thank the participant. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participants throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 PARTICIPANT



PRESENTATION
TIME

*Thank you for
volunteering to evaluate
our emerging leaders and
entrepreneurs.*



PROFESSIONAL SALES

The **Professional Sales** event involves a student's demonstration of his/her ability to organize and deliver a sales presentation for a product and/or service of the student's choice, including interaction with one or more potential buyers (judges). The ability of the student to interact with buyers and initiate a purchase is the major focus of this event.

MARKETING + COMMUNICATIONS

EVENT OVERVIEW

The Professional Sales Event involves the student selecting a product and/or service to sell. The student 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.

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

The content to be evaluated is found in the standard Evaluation Form located in these Guidelines, with a possible 100 points. Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students 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 the judge the student 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

21st CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

GUIDELINES FOR THE PRESENTATION

1. The objective for the student is to act as a sales representative making a sales presentation to a potential buyer.
2. Prior to the conference, the student will select a product and/or service to sell. The student will have a choice of making a presentation of:
 - Any item or items to be sold to a company to be used for resale.
 - 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.
 - Any item to be sold to the ultimate consumer.
3. Student must furnish his/her own materials, equipment, supplies, etc.
 - Merchandise or facsimile, or pictures of same.
 - Materials that are commercially prepared.
 - Order book/purchase order, pen or pencil, note paper, etc.
 - Audio and/or visual aids (may be commercially prepared).
 - A personal or laptop computer/hand-held digital organizer may be used when appropriate.
4. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc. If equipment is used, it is highly recommended that the student use a power strip or surge protector. There may or may not be electrical outlets in the presentation room. Students will be informed of the availability of outlets during their event briefing session at the conference.
5. Students will have up to **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 student to make an introduction to:
 - Inform the judge, as the potential buyer, of the active role they are to play.
 - Set the stage for a typical situation.
6. 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.
7. The judge will serve as potential buyers, and the student may involve the buyers in the presentation. The judges may also initiate interaction with the student based on their roles.
8. Materials appropriate to the situation may be handed to or left with the judge. 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.
9. Product samples and other such items of value that are presented to the judge must be returned to the student after the student has been judged. This should be handled by an event manager, not directly between the judge and the student.
10. When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the student will be interrupted and asked to follow the noise policy.
11. Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on page 3.

Failure to follow guidelines may result in disqualification.

PRESENTATION SCHEDULE

20 minutes for student set up, sales presentation and questions by the judges

5 minutes for scoring by the judges



1 STUDENT



PRESENTATION
TIME

JUDGE INSTRUCTIONS

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

Students 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 or a product or service to be sold to the ultimate consumer. The student will make decisions regarding the situation and delivery of the sales presentation.

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

JUDGING THE PRESENTATION

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

1. To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
2. Please place the student'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. Students will be scheduled for presentations at 25 minute intervals. Remember, you are role-playing a potential buyer.
4. The student will have up to 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 student to make an oral introduction to:
 - Inform you, as the potential buyers, of the active role you are to play.
 - Set the stage for a typical situation.
5. While you are serving as potential buyers, the student may involve you in the presentation. You may also initiate interaction with the student based on your role.
6. Following the student's interaction with you, please thank the student but give no indication of the student's performance/score.
7. During the last 5 minutes, after the student is excused from the judging area, you may score the student. 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 student's presentation?" The maximum score for the evaluation is 100 points.

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

PRESENTATION SCHEDULE

20 minutes for student set up, sales presentation and questions by the judges

5 minutes for scoring by the judges

JUDGING SUMMARY

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

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

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 student, 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.



PROFESSIONAL SALES

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening: Personal introduction; opening statement; create interest in product/service	0-1-2	3-4-5	6-7-8	9-10	
2. Product presentation—Analyze and determine customer needs	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
3. Product presentation—Demonstrate interest in the customer.	0-1	2-3	4	5	
4. Product presentation—Demonstrate adequate knowledge of product/service features	0-1-2	3-4-5	6-7-8	9-10	
5. Product presentation—Benefits matched customer needs	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	0-1-2	3-4-5	6-7-8	9-10	
7. Organization of presentation: Neatness and organization of material; order of presentation	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	0-1-2	3-4-5	6-7-8	9-10	
9. Reaction under pressure: Consider time, answering questions	0-1	2-3	4	5	
10. Closing: Summary and conclusion of presentation; reacting/responding to customer reactions; opening for call-back	0-1-2	3-4-5	6-7-8	9-10	
11. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc.	0-1	2-3	4	5	

TOTAL POINTS (100)

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

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

TIE BREAKER

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the student 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.