



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### PROFESSIONAL SELLING

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

As a judge you will sit across the table from 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 DECA students and staff, thank you for serving as a competitive events judge!



# PROFESSIONAL SELLING AND CONSULTING EVENTS

## 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 includes two major parts: an exam and an oral presentation.
- You have been assigned to judge one section of this event.
- In your section, you will judge 16 to 20 participants, who are only competing against each other in the preliminary competition. The top two performing participants from each section 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 to understand your characterization as a judge.
- Once you begin to see participants, after introductions, begin the 15-minute presentation. Allow the participants to complete their presentation without interruption, unless you are asked to respond.
- Following the oral presentation and if time remains, you may ask questions based on your notes or on the written entry itself. Please ask the same questions to all participants for consistency in scoring.
- 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 a 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 SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING FCE  
HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS  
PROFESSIONAL SELLING PSE

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

The guidelines for each of the Professional Selling and Consulting 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 or consultation for a different product or customer described below in the “Products/Services and Target Customer Descriptions” section.

## 2017 PRODUCTS/SERVICES AND TARGET CUSTOMER DESCRIPTIONS

New products, services, and target market customers (prospects) will be identified annually. The participant will research an actual company he/she represents and real product(s)/service(s) to be presented. The participant will also research the target customer that the product/service will be presented to. Then the participant will present the product(s)/service(s) using the steps in the selling/consulting process to meet the needs of the customer (prospect).

### \$ FINANCE

**Financial Consulting:** For 2016-2017 you will assume the role of a financial consultant. A client has scheduled a meeting with you because he/she is looking to purchase or lease a new car. The client would like for you to share the pros and cons of both purchasing and leasing and make a recommendation that will have the most positive financial impact.

### 🌐 HOSPITALITY + TOURISM

**Hospitality and Tourism Professional Selling:** For 2016-2017 you will assume the role of a salesperson for a destination management company (DMC). A non-profit meeting manager is planning a four-day meeting for its 25 person board of directors in a downtown hotel. However, the meeting manager has asked your DMC to arrange for VIP airport transfers and three nights of entertainment that takes advantage of the city’s unique culture.

### 📱 MARKETING

**Professional Selling:** For 2016-2017 you will assume the role of a sales representative of a drone technologies firm. A local real estate agent has scheduled a meeting with you because he/she has a desire to utilize drones to help his/her real estate business and wants to learn how your firm’s products and services can be beneficial to his/her business.

## KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21<sup>st</sup> Century Skills are developed and which common core standards are supported by participating in each competitive event are available at [deca.org](http://deca.org).

## EVENT OVERVIEW

- Professional Selling and Consulting 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. The exam score carries forward into the final round of competition.
- Professional Selling and Consulting 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 Financial Consulting Event will take the Finance Cluster Exam.
  - 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.
  - Complete lists of performance indicators are available at [www.deca.org](http://www.deca.org).
- The participant will organize appropriate information and present a sales presentation or provide consultation to a potential buyer or 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 **15 minutes** in length, including time for 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 presentation.



1 PARTICIPANT



CLUSTER  
SPECIFIC EXAM



15  
PRESENTATION  
TIME

## PRESENTATION GUIDELINES

- The objective for the sales presentation or consultation is for the participant to assume the role of salesperson or consultant making a presentation to a potential buyer or client (judge). Prior to ICDC, the participant will prepare a sales presentation or consultation presentation for the product/service and target market customers described in the appropriate categories.
- The participant will make a 15-minute sales presentation or consultation 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 may bring presentation notes to use during the sales presentation or consultation.
- If time remains, the judge may ask questions pertaining to the project.
- The participant may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each. The participant 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 36<sup>1</sup>/<sub>2</sub> inches by 48<sup>1</sup>/<sub>2</sub> inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **IF** applicable to the presentation.
  - 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 participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. The participant must furnish his/her own materials and equipment. No electrical power or Internet connection 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 will make a 15-minute presentation or consultation to you. As the judge, you are to assume the role of a potential buy for the product(s) and/or service(s) or a client seeking consultation. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participant will make the presentation or consultation. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, 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.



# PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING FCE

HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS

PROFESSIONAL SELLING PSE

## PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Presented an effective and engaging opening	0-1	2-3	4-5	6-7	
2. Established relationship with customer/client	0-1	2-3-4	5-6	7-8	
3. Communicated understanding of customer/client needs	0-1	2-3-4	5-6	7-8	
4. Facilitated customer/client buying decisions	0-1	2-3-4	5-6	7-8	
5. Recommended specific product(s)/service(s)/action(s)	0-1	2-3-4	5-6	7-8	
6. Demonstrated or explained product(s)/service(s)/action(s)	0-1	2-3-4	5-6	7-8	
7. Properly stated features and benefits of product(s)/service(s)/action(s)	0-1	2-3	4-5	6-7	
8. Prescribed solution to customer/client needs	0-1	2-3-4	5-6	7-8	
9. Effectively answered customer/client questions and concerns	0-1	2-3-4	5-6	7-8	
10. Effectively closed the sale or ended the consultation	0-1-2	3-4-5	6-7-8	9-10	
11. The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	0-1-2	3-4-5	6-7-8	9-10	
12. Professional appearance, poise and confidence	0-1	2-3	4	5	
13. Overall general impression	0-1	2-3	4	5	

**TOTAL POINTS (100)** \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_

JUDGE \_\_\_\_\_