



SALES CHALLENGE + SEMINARS



Sales is an art form which inspires others to act towards a goal. No matter what your area of business interest, everyone needs to sell their company and themselves. Therefore, effective selling is a life-long skill for any career. The Sales Challenge at the International Career Development Conference allows Collegiate DECA members to join their fellow participants in preparing for their chosen career, giving them the chance to really know what it means to sell.

The Sales-focused seminars allow for in-depth discussion and interactive learning on the key principles of selling: prospecting, pre-approach, approach, needs identification, the presentation, sales resistance, closing the sale, and after the sale service. The program also includes the popular Sales Challenge competition.

The Sales Challenge seminars and individual competition are open to all conference participants. Students may register for the Sales Challenge as their primary conference activity. Event competitors may also participate in the Challenge as a secondary conference activity, as their schedule allows.

SALES CHALLENGE

Sponsored by England Logistics

In the Sales Challenge, students will be given a sales situation for a specific company, and will be challenged to develop an effective sales presentation involving one or more of the company's products or services. Students will compete as individuals as they practice and improve their skills.

During preliminary competition students will be divided into sections, where they will present to one or more industry experts serving as judges. The top students from each section will be announced during the Preliminary Awards Session. These students will move on to the finals, where they will again present to industry experts as they compete for awards and recognition. The top individuals will be recognized on stage at the Grand Awards Session.

SCHEDULE & FORMAT

(SUBJECT TO CHANGE)

DAY TWO OF CONFERENCE

Any student interested in competing in the Sales Challenge must attend an Orientation session—multiple session times are offered.

Students will have the opportunity to officially sign up to compete, as well as ask questions of the Sales Challenge coordinator.

DAY THREE OF CONFERENCE

Students will again have an opportunity to officially sign up to compete, as well as ask questions of the Sales Challenge coordinator. Students who sought out consultation the previous day may again ask questions of the Challenge coordinator. At the end of this consultation time, preliminary competition times will be available.

Students have the opportunity to attend a seminar on effective selling—multiple seminar times are available.

Preliminary round of competition.

DAY FOUR OF CONFERENCE

Finalists will be announced during the Preliminary Awards Session.

The top individuals will be announced on stage at the Grand Awards Session.