



# 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 career categories. This means the evaluation form will be the same for each career category. However, each career category will deliver a sales presentation or consultation for a different product or customer described below in the “Products/Services and Target Customer Descriptions” section.

## 2019 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 2018-2019 you will assume the role of a financial consultant. A young professional has come to you for advice on setting a monthly budget including recommendations on a savings plan. The young professional’s annual salary is \$40,000. The young professional has student loans, wants to live a millennial lifestyle and save for the future. The young professional would like you to make recommendations for a monthly budget.

### 🌐 HOSPITALITY + TOURISM

**Hospitality and Tourism Professional Selling:** For 2018-2019 you will assume the role of a sales manager for a convention and visitors bureau of a major city. A potential client is interested in holding its annual conference for 4,000 attendees in your city and is meeting with you to hear about your city’s meeting package. At a minimum, you should discuss convention facilities, hotel package, potential attractions and transportation.

### 📱 MARKETING

**Professional Selling:** For 2018-2019 you will assume the role of a sales representative of a security services firm. A general manager of a retail store has scheduled a meeting with you because he/she is seeking a firm to provide security services for the store. The general manager wants to learn about your firm’s services as they relate to security guards, security equipment and alarms, loss prevention strategies and more.

## 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

- These 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.
- These 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 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.

## 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.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- 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.



1 PARTICIPANT



CLUSTER  
SPECIFIC EXAM



15  
PRESENTATION  
TIME



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## PRESENTATION EVALUATION FORM

|  | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>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 a solution(s) to meet 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, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation. | 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 impression   | 0-1                 | 2-3                   | 4                     | 5                       |                 |

**TOTAL POINTS (100)**

**TOTAL SCORE**

JUDGE \_\_\_\_\_