



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Professional Selling

**INSTRUCTIONAL AREA**  
Selling

## **SALES MANAGEMENT MEETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- 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
- 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
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Design incentive program.
2. Determine strategies to motivate sales staff.
3. Manage salesperson's underperformance.
4. Analyze sales reports.
5. Develop an achievement orientation.

## CASE STUDY SITUATION

SWEAT is a fitness center that has been in the community for three years. The center is more than simply a gym; it offers classes, state of the art equipment, weights, a sauna, racquetball courts, a fresh fruit and smoothie bar and childcare services. SWEAT is located in a city of 1,000,000 people with several other fitness chains and independent gyms.

An annual membership to SWEAT is priced at \$1,000. The membership includes access to all of the services the center has to offer. SWEAT offers discounts to employees of the local school district and the local university. Upon showing proper identification, those employees receive an annual membership for \$750.00. Senior citizens older than 65 years old also receive a reduced membership price of \$750.00.

Throughout the year, SWEAT offers special pricing promotions through coupons sent through the mail or printed in the local newspaper. Potential clients that bring in the coupon can receive an annual membership for \$850.00

SWEAT employs three salespeople. The salespeople are in charge of recruiting new members to join SWEAT. Each salesperson is paid a salary and can earn a monetary incentive by recruiting ten new members each month.

When looking at the new member sales report for the last year, you have found that each salesperson had no problem recruiting ten new members in January and February. In fact, all three salespeople exceeded 10 new recruits. Again, in May and June, all three salespeople exceeded 10 new recruits. However, those are the only four months that all three exceeded the 10-new recruit incentive. Below are the numbers for the remaining months:

Salesperson 1	Salesperson 2	Salesperson 3
March: 10 new members	March: 9 new members	March: 7 new members
April: 10 new members	April: 9 new members	April: 5 new members
July: 10 new members	July: 9 new members	July: 7 new members
August: 10 new members	August: 9 new members	August: 6 new members
September: 10 new members	September: 9 new members	September: 3 new members
October: 11 new members	October: 9 new members	October: 5 new members
November: 10 new members	November: 9 new members	November: 7 new members
December: 10 new members	December: 9 new members	December: 9 new members

In individual meetings with the salespeople, you have learned that two of the salespeople are frustrated because Salesperson 1 is not following the rules. Rather than offering the \$1,000 annual price of membership, Salesperson 1 gives potential new members promotional pricing and deep discounts in order to achieve the sale and reach the 10 new members incentive.

You also learned that Salesperson 2 is growing more and more discouraged because the incentive is triggered at 10 new members, and Salesperson 2 consistently recruits 9 new members, just one below the incentive.

## **YOUR CHALLENGE**

You must first analyze the sales report for new members by each salesperson and note consistencies and inconsistencies, taking into consideration the information learned by the individual meetings.

Next, you must design a new incentive program that will motivate the sales staff by encouraging hard work and discouraging questionable sales strategies.

Finally, you must decide how to manage the consistent underperformance of Salesperson 3.

You will meet with a member, or members, of the SWEAT sales team to explain the changes.



**SALES MANAGEMENT MEETING, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
State/Provincial Event 2

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:** Selling

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Design incentive program?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine strategies to motivate sales staff?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Manage salesperson's underperformance?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Analyze sales reports?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop an achievement orientation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						