



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. Determine sales strategies.
2. Explain the role of customer service as a component of selling relationships.
3. Build rapport and credibility with prospect.
4. Discuss actions employees can take to achieve the company's desired results.
5. Enlist others in working toward a shared vision.

CASE STUDY SITUATION

ROOM-TO-ROOM has been the leading furniture retailer in the nation for over 25 years. A new location recently opened in a city with 350,000 people; it is the only ROOM-TO-ROOM location in over 200 miles. While there are other furniture stores in the area, they are all mom and pop furniture stores that have higher prices and less merchandise.

You manage a 50-person sales team at the large, newly opened ROOM-TO-ROOM store. The store features a show room floor that displays living room sets, bedroom sets, kitchen tables and hundreds of accessories to accommodate different rooms in a home. Each piece of furniture has signage indicating fabric types, colors and sizing available for customers to order.

There are 15-20 sales staff on the floor at any given time. The sales staff have been trained on all merchandise, delivery options, financing, promotions and store policies. The sales staff is paid a base salary, but also works on commission. It is important for the sales staff to form relationships with customers to ensure all questions are answered and the sales process is seamless.

Since the new ROOM-TO-ROOM location has opened, there have been several complaints made about the sales team. While the sales staff have all been friendly and knowledgeable, they have been called “overwhelming” and “overbearing.” It is not uncommon for several members of the sales staff to immediately walk up and greet customers as they walk in the door, asking if they need help and handing customers their business cards. Customers complain they want time to walk around and view merchandise before being harassed by the sales staff. Customers have also mentioned that several members of the sales staff have bickered with each other over which employee should be helping the customer. This has been off-putting to many customers and has caused negative reviews online.

The sales staff has responded to the complaints by admitting there is fierce competition among the team over claiming customers to receive commission on customer sales.

YOUR CHALLENGE

The manager of the local ROOM-TO-ROOM wants you to meet with the sales staff and describe sales strategies that will not overwhelm the customers. The manager wants the sales staff to not seem overbearing, but instead, be highly trained professionals ready to serve the customers’ needs.

The manager wants you to give tips on how to build credibility with customers so it does not appear that the sales staff is simply after a commission. The manager wants you to introduce a clear process describing how customers will be assigned a member of the sales team.

You will meet with a member, or members, of the ROOM-TO-ROOM sales team to discuss sales strategies.



SALES MANAGEMENT MEETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Preliminary

I.D. Number: _____

INSTRUCTIONAL AREA: Selling

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop sales strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Build rapport and credibility with prospect?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Enlist others in working toward a shared vision?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
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	
TOTAL SCORE						