



CAREER CLUSTER
Marketing

CAREER PATHWAY
Professional Selling

INSTRUCTIONAL AREA
Communication Skills

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

- Explain the nature of effective verbal communication.
- Explain the nature of effective written communication.
- Interpret others' nonverbal cues.
- Build rapport and credibility with prospect.
- Reinforce service orientation through communication.

CASE STUDY SITUATION

You are the sales manager for a local ENCOMPASS INSURANCE AGENCY office. The sales team you manage works with businesses in the community to provide insurance coverage for various needs. ENCOMPASS INSURANCE AGENCY is a widely known agency, and the community you serve is a large metropolitan area.

During weekly staff meetings, the sales team has brought up an issue that happens repeatedly and has asked you for advice.

The sales team's main focus is to find prospective clients for ENCOMPASS INSURANCE. Once a prospective client has shown interest in insurance services, a sales representative then schedules an in-person sales call to fully explain the services the company provides. Your sales team has all experienced prospective clients dragging their feet in scheduling the in-person sales call, and/or emails and phone calls not being returned. The sales team has even accused prospective clients as "ghosting" them and just disappearing.

YOUR CHALLENGE

You know that being overbearing as a sales representative can hurt the company's chances of gaining new clients and could damage the reputation of the company. You do not want your sales team's communication to become off-putting to prospective clients. You will meet with members of your sales team to discuss how to properly communicate with interested prospective clients.

You must explain how members of the sales team should approach prospective clients via email and telephone once an interest for services has been demonstrated by the prospective client. You must give examples of effective verbal and written communication and how to effectively communicate the services of ENCOMPASS INSURANCE to serve the client's needs without being off-putting or overbearing. You must also include effective frequency patterns.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**SALES MANAGEMENT MEETING
2020**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Communication Skills

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective verbal communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of effective written communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Interpret others' nonverbal cues?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Build rapport and credibility with prospect?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Reinforce service orientation through communication?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						