



CAREER CLUSTER
Marketing

CAREER PATHWAY
Professional Selling

INSTRUCTIONAL AREA
Promotion

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 role of promotion as a marketing function.
- Describe word-of-mouth channels used to communicate with a targeted audience.
- Describe the use of technology in the promotion function.
- Describe the impact that digital communication is having on selling.
- Develop strategies to position products/services.

CASE STUDY SITUATION

You are the director of the sales department at ABOVE STANDARD, a new company that produces educational resources for primary and secondary schools in the state. The content produced by ABOVE STANDARD focuses directly on the state's standardized tests that are administered from grades 3 through 12. ABOVE STANDARD's materials provide in depth content on lessons, activities, plans, and pre-testing that will help teachers fully prepare students for the standardized tests.

The sales department has been divided into five territories; north, south, east, west, and mid-state. These territories give each member of the sales team a relatively equal number of schools for prospecting. Since ABOVE STANDARD is new, the sales team has just recently been hired and has gone through a new-hire training to educate the team on ABOVE STANDARD and all of the resources, along with training of the territories' schools and administration.

The sales team has started scheduling meetings with prospective clients in their territories and has included principals, assistant principals, and curriculum specialists in twice-monthly emails that promote ABOVE STANDARD and its resources.

YOUR CHALLENGE

The president of ABOVE STANDARD wants each sales team member to build a social media presence for their territory. For example, rather than one ABOVE STANDARD Facebook page that represents the entire company, there will be an ABOVE STANDARD NORTH Facebook page. The sales team member will manage all social media platforms for the territory. The president hopes the social media presence will lead to future sales.

You must meet with one or more members of your sales team to discuss ABOVE STANDARD's social media presence and the president's request. In the meeting you must cover the following information:

- Appropriate and inappropriate social media platforms for ABOVE STANDARD
- Frequency of posts
- Ideas for content
- Methods to gain followers
- Suggestions on who ABOVE STANDARD should follow
- Demonstrate how social media presence can lead to future sales

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
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Promotion

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe word-of-mouth channels used to communicate with a targeted audience?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe the use of technology in the promotion function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe the impact that digital communication is having on selling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop strategies to position products/services?	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						