



Technical Sales Event, 2004

Purpose

The purpose of the Technical Sales Event is to provide an opportunity for the participant to demonstrate knowledge of the National Curriculum Framework performance indicators (DECA's general marketing performance indicators) as well as the ability to organize and deliver a sales presentation for one or more technical products and/or services.

Procedure

- This event consists of two major parts: the written **comprehensive 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.
- This event is for **individual participants** only.
- The participant will be given a 100-question multiple-choice **comprehensive exam** testing knowledge of the National Curriculum Framework performance indicators and technical marketing performance indicators.
- The participant will organize appropriate information and present and defend a **sales presentation**.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a sales presentation and will be followed by 5 minutes for the 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 5 minutes following the presentation.

Skills Developed

The participants will demonstrate skills described by the performance indicators for general marketing as well as learn/understand the importance of

- 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
- critical thinking/problem-solving skills
- 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
- how to apply selling principles and techniques to the business environment

Complete lists of marketing performance indicators are available from DECA IMAGES or DECA's Web site, www.deca.org.

Presentation Guidelines

- The objective for the sales presentation is for the participant to assume the role of marketing representative for a company that sells technical products/services making a presentation to a poten-

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tial buyer (judge). Prior to ICDC the participant will prepare a sales presentation for the product and target market customers described below.

- The participant will make a 20-minute sales 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 will spend not more than 15 minutes setting up visual aids and delivering the sales presentation. The participant may bring presentation notes to use during the sales presentation.
- The judge will spend the remaining 5 minutes questioning the participant. (See the Presentation Evaluation Form.)
- Visual aids that are appropriate for an actual sales presentation may be used. Appropriate visual aids include merchandise or a facsimile (or pictures of same), an order book, a pen or pencil, posters, flip charts or slides (no sound). Only visual aids that can be easily carried to the presentation by the participant will be permitted, and the participant must set up the visuals. Participants are allowed to make use of a personal or laptop computer and/or a handheld digital organizer they provide. One electrical outlet will be provided in the booth at the international conference. Check with your state association about the availability of power at your state conference. It is highly recommended that a power strip or surge protector be used by the participant.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Product and Target Customer Description

New product and/or service target market customers will be identified annually. Participants will identify and present a product or product line to meet the needs of the customers.

For 2003–2004, the target customer is a snack sales and distribution business in a suburban community approximately 20 miles from a major metropolitan area. The business is planning to purchase personal digital assistants (PDAs) or pocket personal computers (pocket PCs) for its 50 salespeople. The business wants immediate feedback from its salesforce about their sales in the field and the orders they have taken, so wireless Internet will have to be discussed. In addition to the PDAs or pocket PCs, each salesperson will need a portable printer to use in the field.

The minimum requirements for the PDAs or pocket PCs are:

- can run computer applications such as Word and Excel
- must be wireless Internet capable
- can be upgraded to a 128 MB minimum
- should possess infrared technology

The minimum requirements for the portable printer are:

- has an infrared interface
- prints 2400 X 1200 dots per inch (dpi)
- is a color inkjet printer

The suggested equipment must be upgradable as technology improves. The budget for the project is \$50,000.

The participant will make a presentation to the sales manager of the company.

Presentation Judging

Participants, assuming the role of marketing representative, will have prepared a sales presentation for the product(s) and/or service(s) described above. The role of the judge is that of potential buyer for the product(s) and/or service(s).

During the first 15 minutes of the presentation (after introductions), the participant will set up any visual aids and make the sales presentation. Set-up time and presentation time are included in the 15 minutes. Allow the participant to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participant on his/her presentation.

Please familiarize yourself with all of the guidelines before starting to evaluate the entry. Your job is to complete the Presentation Evaluation Form. As you evaluate the entry, please be sure to

- ◆ place the name and identification number label on the Scantron sheet (unless it has been done for you).
- ◆ fill in the appropriate score for each section.
- ◆ write the score given in the space provided at the right. No score filled in or extended means that the participant will receive a *zero* for that area.
- ◆ double-check to ensure that you have scored every category.
- ◆ total your score. The series director will double-check all addition.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A total score of 70 or better will earn the participant DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

After the questioning period, please 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. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the proposal during the presentation.

We hope you are impressed by the quality of the work of these participants. If you have any suggestions for improving this event, please mention them to your series director.

We thank you for your help.

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Participant's Name: _____

Presentation Evaluation Form

I.D. Number: _____

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. The opening was effective	6-5	4	3-2	1-0	_____
2. Clearly demonstrated thorough and effective product/service knowledge.....	20 to 17	16 to 14	13 to 8	7 to 0	_____
3. The information was realistic and logical (e.g., timelines, finances) and was clearly communicated	7-6	5	4-3-2	1-0	_____
4. Effectively used feature/benefit selling that appeals to primary and secondary target markets	7-6	5	4-3-2	1-0	_____
5. Effectively used suggestion selling to enhance the presentation	7-6	5	4-3-2	1-0	_____
6. Overcame objections in a poised and confident manner; answered all questions from the judge	7-6	5	4-3-2	1-0	_____
7. Effectively moved toward the close of the sale.....	7-6	5	4-3-2	1-0	_____
8. Used visual aids to clarify and/or enhance the presentation (e.g., prospectus, proposals, fact sheets)	10-9	8-7	6-5-4	3-2-1-0	_____
9. The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	15 to 13	12 to 10	9 to 5	4 to 0	_____
10. Professional appearance, poise and confidence	7-6	5	4-3-2	1-0	_____
11. Judge's subjective evaluation of the total performance; overall general impression	7-6	5	4-3-2	1-0	_____

Total Possible Points: 100

Judge's Total Score: _____