

SALES DEMONSTRATION

PURPOSE:

To enable the student to put into practice the sales process learned.

ENTRIES:

The number of entries is based on the annual regional quota.

SPECIFICATIONS:

1. Only a table will be provided.
2. Contestants will select the product or service they will sell at the retail level. (Advisors should help students select products or services that are clearly retail.)
3. Each sales demonstration contestant will be allowed a maximum of five (5) minutes to set up the demonstration and to give a brief explanation of the sales situation. The contestant will then have a maximum of ten (10) minutes in which to present the actual sales demonstration. The participant may not provide information other than the type of merchandise sold, any related merchandise available for the sale and the store setting during the brief explanation period.
4. The sales demonstration may be either a cash or charge transaction. In either case, the contestant will be expected to provide all materials including money, sales checks, charge plates, etc. Customers will be encouraged to purchase the product.
5. Additional personnel can be used to assist in the set up of the selling situation, but may not assist in the actual sales demonstration process. Assistants must leave competitive event sites while the event is taking place.
6. A five (5) point penalty shall be assessed for every minute or fraction thereof over the specified time allotted.
7. Due to the specific nature of the business setting, business cards WILL be permitted to be handed to the customer in this event. No points will be added or deducted from any participant for having or not having business cards.
8. This competitive event is based on preliminaries, qualifying contestants for finals. A list of finalists will be posted approximately one (1) hour prior to the start of the finals.
9. All rules apply to both preliminaries and finals.

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Competitive Event Rating Sheet

<u>Judging Area</u>	<u>Poor</u>	<u>Fair</u>	<u>Good</u>	<u>Excellent</u>	<u>Points</u>
Approach – 5 points each					
1. Alertness & sincerity	0-1	2-3	4	5	_____
2. Approached the customer correctly for the selling situation	0-1	2-3	4	5	_____
3. Personal appearance	0-1	2-3	4	5	_____
Presentation – 6 points each					
4. Was presentation clear?	0-1	2-3	4-5	6	_____
5. Were benefits shown?	0-1	2-3	4-5	6	_____
6. Was customer given an opportunity to talk & ask questions?	0-1	2-3	4-5	6	_____
7. Was sufficient merchandise information given?	0-1	2-3	4-5	6	_____
8. Was presentation too rapid or slow?	0-1	2-3	4-5	6	_____
Handling Objections – 5 points each					
9. Was each objection answered?	0-1	2-3	4	5	_____
10. Was tact used in handling objections?	0-1	2-3	4	5	_____
11. Was the customer given an opportunity to voice objections?	0-1	2-3	4	5	_____
Voice – 10 points					
12. Was volume appropriate? Was voice clear? Was tone varied or monotonous?	0-1	2-4	5-7	8-10	_____
Close – 20 points					
13. Was close smooth & natural & did contestant take advantage of opportunities to close sale?	0-4	5-9	10-14	15-20	_____
Suggestion Selling – 10 points					
14. Was it a smooth & natural part of sale, did contestant select a proper item to suggest & was the timing proper for the suggested item?	0-1	2-4	5-7	8-10	_____
15. Time Penalty – record zero if none (5 points per minute or fraction thereof over 10 minutes)	(-20)	(-15)	(-10)	(-5)	_____

Judge Initials

Total Score