

WHOLESALE SELLING

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PURPOSE:

To enable the student to put into practice the wholesale 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 wholesale level. (Advisors should help students select products or services that are clearly wholesale.)
3. Participants will assume the role of an individual wholesale sales person. They will be given five (5) minutes to set up any props, and to familiarize the judges with the selling situation to be dramatized. The presentation itself including the closing, will last no longer than fifteen (15) minutes.
4. Students will be eliminated if the product is not presented in a wholesale sales situation.
5. Product must be one the judge (retailer) will be able to resell at the retail level.
6. Additional personnel can be used to assist in the set up of the wholesale situation, but may not assist in the actual wholesale demonstration process. These assistants must leave competitive event sites while the event is taking place.
7. A five (5) point penalty shall be assessed for every minute or fraction thereof over the specified time allotted.
8. Due to the specific nature of the business setting, business cards WILL be permitted to be handed the retail customer in this event. No points will be added or deducted from any participant for having or not having business cards.
9. 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.
10. All rules apply to both preliminaries and finals.

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Competitive Event Rating Sheet

Judging Area	Poor	Fair	Good	Excellent	Points
1. Opening - 10 points (Consider personal introduction, opening statement, confidence)	0-1	2-4	5-7	8-10	
2. Presentation - 20 points (Consider benefits shown, presentation clear, too rapid or slow, vocabulary and grammar)	0-4	5-9	10-14	15	
3. Visual Aids - 15 points (Consider handling product or facsimile by both buyer and seller, logical order of presentation or other audio visual aids)	0-4	5-8	9-12	13-15	
4. Organization of Presentation - 15 points (Consider neatness and organization of material, order of presentation)	0-4	5-8	9-12	13-15	
5. Close - 10 points (Consider summary and conclusion, allows for opening for callback)	0-1	2-4	5-7	8-10	
6. Voice - 5 points (Consider pitch, tempo, volume, enthusiasm, enunciation and pronunciation)	0-1	2-3	4	5	
7. Personal Appearance, Poise and Confidence - 10 points	0-1	2-4	5-7	8-10	
8. Reaction Under Pressure - 15 pts (Consider time, handling objections, answering questions)	0-4	5-8	9-12	13-15	
9. Time Penalty – record zero if none (5 points per minute or fraction thereof over 15 minutes)	(-20)	(-15)	(-10)	(-5)	