

SALES PRESENTATION

This event is designed to recognize outstanding students in the field of salesmanship. The purpose of this event is to enable students to use their knowledge of good selling techniques and to create an awareness of the importance of good salesmanship.

Eligibility

Each chapter may submit individual who are members from active local chapters, on record in the national center as having paid membership dues by SBLC of the current school year.

Overview

Participation in this event will allow the individuals to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer.

Guidelines

- The individual shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each participant's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the preparation; however, no items may be left with the judges or audience.
- Dress code must be followed.
- When delivering the demonstration, the participant may use notes, note cards, and props. All materials must be removed at the end of the performance.

Performance

- The individual must provide all equipment for the presentation.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- The individual must perform all aspects of the presentation (e.g. speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- The individual has seven (7) minutes to interact with a panel of judges and sell the product or concept. The judges will interact throughout the presentation.
- A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

Performance Competencies

- describe product and sell the recommendations
- translate product into effective, efficient, and spontaneous action
- demonstrate good communication skills
- possess good decision-making and problem-solving skills
- effectively interact with judges
- effectively answer questions

REFERENCE: Sales Presentation—Performance RATING SHEET-37