



# Sales Presentation

**Event Objective:** To demonstrate the student's ability to organize and execute an effective sales presentation.

## Procedures:

- Each sales representative (one student per college) will represent an organization (to be determined) in a buyer-seller role-play situation. The objective is to get the order!
- The sales scenario will be provided by the host college by Friday, September 12, 2014.
- Students are to assume that the meeting with the prospect has been prearranged and that this is the first face-to-face meeting. Students must state their assumptions to the judges before making their presentation.
- **Students are not allowed to contact the sponsoring or buying company in any way (phone or email) when preparing for the sales presentation.** They may research the website for basic information about the company, but personal contact is forbidden.
- The sales representative provides his/her own sales aids and materials. The use of PowerPoint slides is optional and at the discretion of the seller. No computer, projector or screen will be provided. You will work from your computer. **No additional time is allowed for technology set-up or glitches related to technology.**
- Students will have **20-minutes** maximum to complete their sales presentation. Students must be prepared to handle objections at any time during the presentation.

## Event Scoring:

1 <sup>st</sup> place	10 points
2 <sup>nd</sup> place	8 points
3 <sup>rd</sup> place	6 points
4 <sup>th</sup> place	4 points
5 <sup>th</sup> place	2 points

# OCMC Evaluation Form – Sales Presentation

College Name: \_\_\_\_\_

Student Presenter: \_\_\_\_\_

Section	Score/Possible	Comments
<b>Opening</b> <i>Introduction, opening statement, confidence</i> <div style="text-align: right;">_____ / 10</div>	9-10 excellent 7-8 good 5-6 satisfactory 0-4 below expectation	
<b>Need Analysis</b> <i>Effectively demonstrates a clear understanding of the customer's situation by determining:</i> <ul style="list-style-type: none"> <li>• Relevant facts of the buying company</li> <li>• Relevant needs, problems, and goals of the buying company</li> </ul> <div style="text-align: right;">_____ / 15</div>	14-15 excellent 12-13 good 9-11 satisfactory 0-8 below expectation	
<b>Presentation and Demonstration</b> <i>Features and benefits, vocabulary and grammar, use of visual aids</i> <div style="text-align: right;">_____ / 15</div>	14-15 excellent 12-13 good 9-11 satisfactory 0-8 below expectation	
<b>Organization of Presentation</b> <i>Logical flow and timing of each component of the presentation</i> <div style="text-align: right;">_____ / 10</div>	9-10 excellent 7-8 good 5-6 satisfactory 0-4 below expectation	
<b>Handling Objections</b> <i>Ability to overcome resistance and answer questions</i> <div style="text-align: right;">_____ / 10</div>	9-10 excellent 7-8 good 5-6 satisfactory 0-4 below expectation	
<b>Closing</b> <i>Choice and use of effective closing techniques</i> <div style="text-align: right;">_____ / 15</div>	14-15 excellent 12-13 good 9-11 satisfactory 0-8 below expectation	
<b>Voice</b> <i>Clarity and enunciation</i> <div style="text-align: right;">_____ / 5</div>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	
<b>Professionalism</b> <i>Appearance, confidence, enthusiasm</i> <div style="text-align: right;">_____ / 10</div>	9-10 excellent 7-8 good 5-6 satisfactory 0-4 below expectation	
<b>Subjective Evaluation</b> <div style="text-align: right;">_____ / 10</div>	9-10 excellent 7-8 good 5-6 satisfactory 0-4 below expectation	
<b>Total Score</b> <div style="text-align: right;">_____ / 100</div>		
<b>Overall Comments (Use Back of Page if Necessary):</b> <div style="height: 40px;"></div>		

