

## **Selling Event**

### ***Student Instructions***

#### **Procedures:**

- The event will be presented to you through your reading of the Procedures, Competencies Evaluated, and the Event Situation.
- You will have up to ten (10) minutes to review this information to determine how you will handle the role-play situation and demonstrate the competencies of this event. You may make notes during the preparation period that you may choose to use during the role-play situation.
- You may have up to ten (10) minutes to meet with a judge to role-play your situation.
- You will be evaluated on how well you meet the competencies of this event.

#### **Competencies/Indicators to be evaluated:**

- Approaching the prospect
- Determining the prospect's needs and wants
- Presenting features and benefits
- Dealing with prospect's objections
- Closing the sale
- Utilizing suggestive selling techniques
- Reassuring the customer

#### **Event Situation:**

You will play the part of a salesperson in a general retail store. You have observed your prospect who is apparently undecided about a purchase. You will approach the prospect and conduct a routine sales presentation and transaction. Your customer will also be your judge for this event. Go close the deal!

## **Selling Competition**

### ***Judges Instructions***

#### **Event Situation:**

You are trying to make a buying decision about an item you heard about from a friend. Your 5-year-old daughter has started waking up at 4:00am, coming into your room and wanting to get up. This is very unusual for her – she has always been a good sleeper. She will start kindergarten in a couple of weeks, and you are trying to get her on a good schedule. A friend told you about a children’s clock that might help but you do not know anything about it yet. You are hoping to find something to help your daughter learn some independence, get on a good schedule and at the same time keep her in her room until it is really time to get up.

#### **Procedures:**

- Please review the student instructions to better understand the event and your role.
- The student will have ten (10) minutes to prepare and ten (10) minutes to make a presentation.
- Participants may conduct a slightly different type of discussion with you each time. However, it is important for your role-play behavior, information you provide, and the questions you ask to be as uniform and consistent as possible.
- If the salesperson has followed the competencies with a reasonable amount of proficiency, you (the judge) should give a buying signal, but not make a purchasing decision before offering at least one objection.
- You should graciously decline any “add-on” or suggested sales above and beyond the original purchase.
- Thoroughly examine the evaluation form prior to your first role-play. You may wish to keep your first several evaluation forms to use as a benchmark until you get a “feel” for student evaluations.

Name \_\_\_\_\_

ID \_\_\_\_\_ Section \_\_\_\_\_

Please circle one number for each of the following competencies/indicators and place the number in space provided to the right, then total.

## Selling Evaluation

	Excellent	Good	Fair	Poor	Score
<b>Successfully approach the prospect by:</b>					
1. using appropriate opening remark?	5	4	3	2, 1	
2. gained the prospect's attention?	5	4	3	2, 1	
<b>Determine needs and wants by:</b>					
3. asking relevant probing questions?	10, 9	8, 7	6, 5, 4	3, 2, 1	
4. listening to the prospect's responses?	5	4	3	2, 1	
<b>Present the product by:</b>					
5. demonstrating the product, involving the customer?	10, 9	8, 7	6, 5, 4	3, 2, 1	
6. emphasize benefits to the prospect?	10, 9	8, 7	6, 5, 4	3, 2, 1	
<b>Handle objections by:</b>					
7. acknowledging each objection?	10, 9	8, 7	6, 5, 4	3, 2, 1	
8. providing credible and realistic solutions?	10, 9	8, 7	6, 5, 4	3, 2, 1	
<b>Close the sale by:</b>					
9. asking for the order?	10, 9	8, 7	6, 5, 4	3, 2, 1	
10. taking the order?	10, 9	8, 7	6, 5, 4	3, 2, 1	
11. Suggest additional add-on items?	10, 9	8, 7	6, 5, 4	3, 2, 1	
12. Reassure the customer following the purchase?	5	4	3	2, 1	
<b>TOTAL SCORE</b>					
Tie Breakers: 8, 6, 3, 9, 5, 7, 1, 4, 10, 11, 12, 2,					