

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 home goods 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 decide on the best gift to give to your niece who is frequently at your house for over night stays while her mother is working. She is 7 years old and like many kids her age she likes to snuggle and wrap up on cool nights to watch movies with you. Many nights when it is time to go to bed, she is restless and anxious. You would really like to find a gift that she can have at your house to help her get a better nights sleep and make her feel more comfortable and secure when she is with you.

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
Successfully approach the prospect by:					
1. using appropriate opening remark?	5	4	3	2, 1	
2. gained the prospect's attention?	5	4	3	2, 1	
Determine needs and wants by:					
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	
Present the product by:					
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	
Handle objections by:					
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	
Close the sale by:					
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	
TOTAL SCORE					
Tie Breakers: 8, 6, 3, 9, 5, 7, 1, 4, 10, 11, 12, 2,					