**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 department store. You have observed a prospect entering your department. The prospect seems to know where they are headed. 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 prepared to buy your sister a gift to give her before she goes away to college. When you were with her on college campus tours, she commented several times about the lighting in dorm rooms. Your sister is meticulous about her hair and make up and you want to give her something that she will appreciate and that will remind her of home while she is away. You are also concerned about the amount of space she will have in the dorm room and want to make sure your gift is reasonable for that space.

**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**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | POOR | FAIR | GOOD | EXCELLENT | Score |
| **Successfully approach the prospect by:** | | | | |  |
| 1. using appropriate opening remark? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| 1. gained the prospect’s attention? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| **Determine needs and wants by:** | | | | |  |
| 1. asking relevant probing questions? | 1-2 | 3 | 4 | 5 |  |
| 1. listening to the prospect’s responses? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| **Present the product by:** | | | | |  |
| 1. describing product features relevant to the customer needs? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| 1. emphasize benefits to the prospect? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| **Handle objections by:** | | | | |  |
| 1. acknowledging each objection? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| 1. providing credible and realistic solutions? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| **Close the sale by:** | | | | |  |
| 1. asking for the order? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| 1. taking the order? | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| **11.Suggest additional add-on items?** | 1-2-3 | 4-5-6 | 7-8 | 9-10 |  |
| **12.Reassure the customer following the purchase?** | 1-2 | 3 | 4 | 5 |  |
| **TOTAL SCORE** | | | | |  |
| Tie Breakers: 8, 6, 3, 9, 5, 7, 1, 4, 10, 11, 12, 2, | | | | |  |