



S A L E S D E M O N S T R A T I O N

Standards and Procedures

Purpose:

To enable marketing students to demonstrate the sales techniques that they have developed through their classroom instruction and/or cooperative work experiences.

Specifications:

1. Each participant may compete in only ONE of the following three categories of the Sales Demonstration Competitive Event.
 - ❖ Soft Line Sales (over-the-counter sales)
 - ❖ Hard Line Sales (over-the-counter sales)
 - ❖ General Line Sales (over-the-counter sales)
3. The Soft/Hard/General Line Sales categories require that the participants demonstrate their skills as a product/service retail sales person. It is expected that the sales demonstration will occur in a retail sales floor setting.
4. Participants will be supplied with a table, a power cord and two chairs. All other materials, including the product/service to be sold, related sales items and promotional props must be provided by the individual participant. Weapons of any nature are strictly prohibited.
5. Participants are solely responsible for the storage, security and liability of all materials they provide.
6. Participants will be allowed a total of fifteen (15) minutes to complete the sales demonstration. A maximum of five (5) minutes will be allowed to “set-up” the sales area and give a brief explanation of the selling situation. A maximum of ten (10) minutes will be allowed for the entire sales demonstration, from Approach to Post Close.
7. No money transaction, sales slips, or bagging of merchandise will take place or be evaluated during the sale demonstration.
8. Additional personnel can be used to assist in the “set-up” of the sales area, but cannot assist in any way during the sales demonstration.
9. Participants may only introduce themselves by name, their product or service, the basic sales situation (retail/wholesale, sales floor/office, etc.) and their company either by name and/or industry. Participants may not introduce themselves by school or instruct the customer (judge) to role-play any specific characterization.

Judging:

1. All judges should familiarize themselves with the information contained in the Sales Demonstration Standards and Procedures, and Rating Form.
2. Participants will be judged based on the criteria contained on the Sales Demonstration Rating Form. All judges will be briefed on the criteria by the Event Administrator prior to the start of the event. A consensus of the judges will be obtained on the definition of the criteria, with a score of three (3) being used as the benchmark for average on the Rating Form.
3. It is expected that each participant will be evaluated by a team of two (2) or more judges. The team will select one of its members to serve in the role of customer.

4. It is recommended that the customer (judge) not evaluate the participant if at least two (2) other judges observe and rate the sales demonstration.
5. It is recommended that the team of judges assist the customer (judge) prior to the start of the event by suggesting appropriate customer scenarios, questions, objections, closing cues, etc.
6. In fairness to the participants, the role of customer cannot be rotated among the judges of the event.
7. Participants may only introduce themselves by name, their product or service, the basic sales situation (retail/wholesale, sales floor/office, etc.), and their company either by name and/or industry. Participants may not introduce themselves by school or instruct the customer (judge) to role-play any specific characterization. The customer (judge) will do no planning of the sales demonstration with the participants.
8. The judge/customer must be interested in what the student is selling for either themselves, a family member or friend, a gift or for a business.
9. Do not tell students the results of their presentation at any time before the recognition session. Smile, congratulate them and wish them well.
10. The customer must have questions and objections. Examples may include:
 - *The price is too high.*
 - *Challenge the quality.*
 - *How it compares to others,*
 - *What if I change my mind?*
 - *Guarantees*
 - *Not sure if you can afford it,*
 - *Hard to use or looks complicated,*
 - *What if I don't like it?*
 - *Will it hold up? How long will it last?*
 - *How will it really help me?*
11. After the customer has heard enough to make a buying decision, give the student some buying signals and allow them the chance to close the sale. Some examples of buying signals might include:
 - *I really like it.*
 - *It's just what I'm looking for.*
 - *Sounds good to me. Sounds great!*
 - *Do you take credit cards?*
 - *Do you deliver?*
12. A maximum of five (5) minutes will be allowed to "set-up" the sales area and give a brief explanation of the selling situation. A maximum of ten (10) minutes will be allowed for the entire sales demonstration, from Approach to Post Close. This is the recommended time frame. The time may vary depending on the product or service and the number of questions and objections asked by the customers. You are encouraged to keep close to the time limit, but there is no penalty for going over the time limit.
13. Be careful not to be overwhelmed by the product or service being offered. Remember you are judging the student's ability based on the judging criteria.
14. Be careful not to give a perfect score or too high of a score before you see the last participant. The first students may be the best but make sure to compare the front end against the back end and those in between.
15. Consistency is critical.
16. Judges comments are greatly appreciated. This is not only a competitive event but also a learning process. Be sure the negatives are balanced by the positives. Don't destroy the student.

Administration:

1. Event Administrator(s) should familiarize themselves with the information contained in the Sales Demonstration Standards and Procedures, and Rating Form.
2. Event Administrator(s) should assure that the event areas are properly arranged and that the necessary table, power cord and tow chairs are in place at each event area.
3. Event Administrator(s) must brief the judges on the event's Standards and Procedures, and assist them in understanding the use of the Rating Form.
4. Event Administrator(s) are responsible for maintaining the "flow" of the event, this may include
 - a) Answering judges' and participants' questions
 - b) Assigning the competition times to the participants
 - c) Directing participants to judging areas
 - d) Timing each sales demonstration
 - e) Collecting and checking completed Rating Forms
 - f) Submitting the results to the designated individual



**S A L E S
D E M O N S T R A T I O N**

Category Guidelines

Definitions:

- ❖ **Soft Line Sales:** Typically, retail men's, women's and children's apparel items sold by a sales person on a sales floor.
- ❖ **Hard Line Sales:** Typically, retail home appliances and tools, sports and recreation equipment, and electronics sold by a sales person on a sales floor.
- ❖ **General/Home Service Sales:** Typically, general sales include home furnishings, small household items, cosmetics, jewelry/gift items, toys and computer software sold by a sales person on a sales floor. Service sales would be service based items that a person or household would purchase for their personal, household needs.

EXAMPLES:

SOFT LINE SALES	HARD LINE SALES	GENERAL /HOME SERVICE SALES
Shirts & Blouses	Hair Dryers, Curlers & Straighteners	Cosmetics & Lotions
Slacks & Pants	Musical Instruments	All Purpose Cleaners
Suits & Dresses	Computer Hardware	Candy & Foods
Sweaters & Vets	Calculators	Jewelry**
Sport Coats & Blazers	Cameras	Clocks & Lamps
Coat & Jackets	TV's & Radios	Computer Software
Ties & Scarves	DVD Players	
	Bicycles	Brief Cases
Stockings & Socks	Mini Bikes & ATV's	Tables & Chairs
Shoes, Footwear & Slippers	Snow Boards	Beds & Bedding
Hats & Caps	Snow Blowers	Towels & Linen
Gloves & Mittens	Lawn Mowers	Carpets & Drapery
Sports Apparel	Rods & Reels	Luggage & Back Packs
Swim & Wet Suits	Tennis & Golf Equip	DVD's
Snow Suits	Water & Snow Skis	Books & Magazines
	Sports Equipment	
Purses, Wallets & Belts	Sports Footwear**	Toys, Dolls & Games
	Shop Tools	Stuff Animals
Formal Wear	MP 3 Players	Candles & Pictures
		Stationary Items
Hunting/Fishing Clothing	Large Appliances	Real & Silk Flowers
Fitness Clothing	Gaming Counsels	Dishes & Flat Ware
Work Wear	Taxidermy	Footwear
Infant/Toddler Wear	Lawn & Garden Equipment	Electronic
		Communication Devices
		and/or Plans
Towels & Robes	Camping Equipment	Tanning
		Home Insurance
		Lawn Mowing Service
		Snow Removal Service
		Small Appliances
		Child Care
		Cell Phones
		Lunch Coolers





MINNESOTA
DECATM

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Rating Sheet

Participant's Name & ID #			
Product or Service:			
Sales Area (<i>circle one</i>):	Soft Lines	Hard Lines	General Lines

	Poor ←-----to-----→Excellent					Judge's Score	Max
Pre-Approach							
Area set-up and instruction	1	2	3	4	5	_____	(5)
Approach							
Appearance, grooming	1	2	3	4	5	_____	
Appropriate approach and greeting	1	2	3	4	5	_____	(10)
Determine Wants and Needs							
Appropriate questions asked	1	2	3	4	5	_____	
Good listening skills demonstrated	1	2	3	4	5	_____	(10)
Presentation							
Sufficient information given	1	2	3	4	5	_____	
Benefits shown or demonstrated	1	2	3	4	5	_____	
Presentation well organized	1	2	3	4	5	_____	
Customer given time to respond	1	2	3	4	5	_____	(20)
Handling Objections							
Customer given time to object	1	2	3	4	5	_____	
Objections answered well	1	2	3	4	5	_____	
Tact Used	1	2	3	4	5	_____	(15)
Sales Close							
Took advantage of closing cues	1	2	3	4	5	_____	
Close was smooth and natural	1	2	3	4	5	_____	(10)
Suggestion Selling							
Selected appropriate item/service	1	2	3	4	5	_____	
Suggestion was smooth and natural	1	2	3	4	5	_____	(10)
Post Close							
Reassured and thanked customer	1	2	3	4	5	_____	(5)
Overall Impressions							
Voice varied and clear	1	2	3	4	5	_____	
Selling skills	1	2	3	4	5	_____	
Human relations skills	1	2	3	4	5	_____	(15)

TOTAL POINTS (final score) _____ (100)

Judge's Initials: _____

Note to Judges: Please feel free to make any comments on the back.

