

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 local toy store. After spotting your prospect visually inspecting merchandise, you will conduct a routine sales presentation and transaction with merchandise valued between \$15 and \$40. Your customer will also be your judge for this event. Go close the deal!

Selling Competition

Judges Instructions

Event Situation:

You are in search for an item to give to a co-worker's child who is having a birthday party. The child is a male turning 6 years old. You are looking for a gift that will celebrate his big day and be acceptable to your co-worker.

Procedures:

- Please review the student instructions to better understand the event and your role.
- The student will have 10 minutes to prepare and 10 minutes to make a presentation.
- Participants may conduct a slightly different type of discussion with you each time. However, it is important for you role-play behavior, in 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
1. Successfully approach the prospect by:					
a. using appropriate opening remark?	5	4	3	2, 1	
b. gained the prospect's attention?	5	4	3	2, 1	
2. Determine needs and wants by:					
a. asking relevant probing questions?	10, 9	8, 7	6, 5, 4	3, 2, 1	
b. listening to the prospect's responses?	5	4	3	2, 1	
3. Present the product by:					
a. demonstrating the product, involving the customer?	10, 9	8, 7	6, 5, 4	3, 2, 1	
b. emphasize benefits to the prospect?	10, 9	8, 7	6, 5, 4	3, 2, 1	
4. Handle objections by:					
a. acknowledging each objection?	10, 9	8, 7	6, 5, 4	3, 2, 1	
b. providing credible and realistic solutions?	10, 9	8, 7	6, 5, 4	3, 2, 1	
5. Close the sale by:					
a. asking for the order?	10, 9	8, 7	6, 5, 4	3, 2, 1	
b. taking the order?	10, 9	8, 7	6, 5, 4	3, 2, 1	
6. Suggest additional add-on items?	10, 9	8, 7	6, 5, 4	3, 2, 1	
7. Reassure the customer following the purchase?	5	4	3	2, 1	
Tie Breakers: 4b, 3b, 2a, 5a, 3a, 4a, 1a, 2b, 5b, 6, 7, 1b,					