



MINNESOTA DECA

SALES DEMONSTRATION EVENTS

SALES DEMONSTRATION - SOFT LINES SALES SDS

Minnesota DECA's **Sales Demonstration Events** enable students to demonstrate the sales techniques that they have developed through their classroom instruction and/or cooperative work experiences. These events **do not** qualify students for international competition.

Participants in the Sales Demonstration Events will:

- select a product of their choosing that fits in one of the categories listed below
- develop a five (5) to ten (10) minute presentation of the product
- present the product in a role-play situation to a prospective customer

The guidelines for each of the Sales Demonstration Events have been consolidated to facilitate coordination of the participant activities in each of the product categories. This means the evaluation form will be the same for each product category. However, each product will deliver a sales presentation for a different group of product as described below.

PRODUCT CATEGORIES + DEFINITIONS

The following definitions are used to determine the products that are included in each of the Sales Demonstration Event categories.

SOFT LINE SALES

Soft Line Sales: Typically, retail men's, women's and children's apparel items sold by a sales person on a sales floor. The following items are a sample list of products and services that have been selected to guide you into a sales category that fits your selected product.

- | | | |
|--------------------------|------------------------------|-----------------------|
| - Belts & Suspenders | - Hats & Caps | - Sports Apparel |
| - Coats & Jackets | - Hunting & Fishing Clothing | - Suits & Dresses |
| - Construction Clothing | - Infant & Toddler Wear | - Swim Suits |
| - Eyewear | - Jewelry | - Ties & Scarves |
| - Fitness Clothing | - Purses & Wallets | - Towels |
| - Footwear & Slippers | - Robes & Sleepwear | - Towels & Linens |
| - Formalwear | - Shirts & Tops | - Winter Clothing |
| - Gloves & Mittens | - Shoes | - Work Wear |
| - Hair Clips, Extensions | - Socks | - Yoga Pants-Leggings |

EVENT OVERVIEW

- This event consists of one major part: the **oral presentation**. The presentation will be evaluated on a 100 point scale
- 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.
- 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.
- Participants are solely responsible for the storage, security and liability of all materials they provide.
- Participants will be allowed a total of twelve (12) minutes to complete the sales demonstration. A maximum of two (2) 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.
- No money transaction, sales slips, or bagging of merchandise will take place or be evaluated during the sale demonstration.
- 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.
- 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.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms. Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

PRESENTATION JUDGING

- All judges should familiarize themselves with the information contained in the Sales Demonstration Standards and Procedures, and Rating Form.
- 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.
- 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.
- It is recommended that the customer (judge) not evaluate the participant if at least two (2) other judges observe and rate the sales demonstration.
- 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.
- In fairness to the participants, the role of customer cannot be rotated among the judges of the event.
- 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.
- 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.
- Do not tell students the results of their presentation at any time before the recognition session. Smile, congratulate them and wish them well.
- 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?
- 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?
- A maximum of two (2) 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.
- 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.
- 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.
- Consistency is critical.
- 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.



1 PARTICIPANT



PRESENTATION
TIME



SALES DEMONSTRATION EVENTS

- SALES DEMONSTRATION - GENERAL/ HOME SERVICE SALES **SDG**
- SALES DEMONSTRATION - HARD LINES SALES **SDH**
- SALES DEMONSTRATION - SOFT LINES SALES **SDS**

PRESENTATION EVALUATION FORM

CONSULTATION TO SELLING SITUATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Situation is prepared in advance and clearly explained 2. Identified product or service and retail location	1-2	3	4	5	

APPROACH	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Enthusiastic approach and greeting 2. Put customer at ease 3. Welcomed the customer and developed rapport	1-2-3	4-5	6-7-8	9-10	

DETERMINING WANTS & NEEDS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Asked appropriate leading questions 2. Discovered customer interest and need for product/service 3. Listened with intent and asked appropriate follow-up questions 4. Questions related to customer and purchasing decision 5. Purposeful questions asked throughout the sales situation	1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	

PRESENTATION/ DEMONSTRATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Presentation connected questions and customer needs 2. Had a clear understanding of product and its performance 3. Pace of presentation fit customer situation 4. Encouraged customer involvement	1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	

HANDLING OBJECTIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Objections are recognized and addressed 2. Objections are discussed in a tactful manner 3. Anticipate common core objections	1-2-3	4-5	6-7-8	9-10	

CLOSE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Took advantage of closing clues 2. Close was smooth and natural 3. Reacted to buying signals 4. Closed in a confident and timely manner	1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	

SUGGESTIVE SELLING	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Suggestion was smooth and natural 2. Items fit situation and customer need	1-2	3	4	5	

POST CLOSE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Appeared genuinely thankful 2. Reaffirmed customer buying decision	1-2	3	4	5	

OVERALL IMPRESSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
Appeared knowledgeable about the product. Understands the sales process. Spoke and presented with enthusiasm. Spoke clearly and distinctly. Pace of sales interaction matched customer need and situation.	1-2-3	4-5	6-7-8	9-10	

PRESENTATION TOTAL POINTS (100)