



OBJECTIVE

The Sales Management Meeting event involves a participant analyzing a real-world sales management case situation, then conducting a meeting with one or more salespeople (judges).

DESCRIPTION

The Sales Management Meeting event involves the participant's analysis of a sales-related situation, and the effectiveness of the participant's delivery of a sales management meeting. The case situation is typically presented in written form.

The participants will assume the role of a sales manager for the organization represented by the situation. The role of the judge(s) will be that of the sales force effected by the specific case situation.

For international competition, the content to be evaluated is found in the standard *Evaluation Form* located in these *Guidelines*, with a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will be given a different case situation and will present their solution to a new judge or set of judges, who will evaluate each participant and determine final rankings. The following guidelines will be applied to the presentations at the International Career Development Conference.

LEARNING OUTCOMES

Through the analysis of the case situation and the presentation of a sales meeting to sales professionals (judges), the participants will develop or reinforce the following areas in relation to the planning, organization and delivery of a sales meeting:

- Applying management principles and techniques to the sales environment
- Analyzing business situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of customer/client needs
- Understanding factors related to managing a sales force
- Organizing and communicating ideas and concepts effectively

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PARTICIPANT INSTRUCTIONS

GUIDELINES FOR THE PRESENTATION

Refer to the Evaluation Form.

1. All materials, equipment, supplies, etc. must be provided by the participants. **DECA ASSUMES NO RESPONSIBILITY FOR DAMAGE/LOSS OF MATERIALS, EQUIPMENT, SUPPLIES, ETC.**
2. The participant will be given a case situation and other information describing the product, service or idea and the situation which the participant will present.
3. The participant, depending on the situation, will then assume that he/she is a sales executive/manager for the firm in the case and as specified in the case.
4. Each participant will have sixty (60) minutes for analyzing the situation and organizing the sales meeting. The meeting should gain the acceptance of the sales staff in solving the situation and enable them to do an effective job of persuading others to accept or buy the product, service or idea.
5. While the judge(s) will serve as the participant's sales staff, the participant may **not** seek to actively involve them in the presentation.
6. Participants may **not** consult anyone about the sales management situation.
7. A personal or laptop computer/hand-held digital organizer may be used when appropriate. **Participants must use battery power for the prep time and presentation, even if there are electrical outlets in the room.** Such digital organizers may be prepared ahead of time (i.e., standard headings for PowerPoint presentation) provided there is no reference to the specific case situation.
8. Participants may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, and art supplies. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific case situation.
9. Participants are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
10. Only materials (includes any computer equipment, visual aids, reference materials, etc.) that can be easily carried to and from the prep and judging areas by the actual participants will be permitted. Only the participants themselves may handle and set up their material. No outside assistance will be allowed.
11. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
12. Internet access is prohibited during the entire competitive event.
13. No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the participants enter the judging area (i.e. judge booth).
14. No material of any kind may be passed to the judges. Material that is placed on the judge table for the judge's to handle will be considered as being "passed" to the judges.
15. A 15-minute time limit will be given for participants to deliver the sales meeting and to answer the judges' questions.
16. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted (during the prep or presentation time) and asked to follow the noise policy. Failure to do so may result in disqualification.

Presentation Schedule

One (1) hour to analyze the situation and prepare a sales meeting
Fifteen (15) minutes for the participant's presentation and questions by the judges
Five (5) minutes for scoring by the judge

JUDGE INSTRUCTIONS

The Sales Management Meeting event was created by DECA/Delta Epsilon Chi in response to the career opportunities available for college graduates in the area of sales and sales management.

Basically, each participant with a career interest in sales management will analyze a case situation related to a sales force and selling situation. The participant will make decisions regarding the situation and deliver a sales meeting to you, the judge(s). This case situation is typically presented in written form.

The participant will assume the role of a sales manager for the firm represented by the situation. The role of the judge(s) will be that of the sales force, in regard to the specific situation.

JUDGING THE PRESENTATION

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Participants will be evaluated according to a standard *Evaluation Form*.
3. Participants will be scheduled for presentations at twenty (20) minute intervals. Remember, your exact role will be determined by the specific case situation.
4. Please place the participant's name and identification number (using labels if provided) on the bubble score sheet as instructed (if not already done). If a bubble sheet has not been provided, this information must be placed on the evaluation form for this event.
5. You will interact with the participant for up to fifteen (15) minutes. This includes time for the participants to present to deliver the sales meeting, and for you to make comments and ask questions.
6. Following the fifteen (15) minute interaction period, please thank the participant, but do not discuss the evaluation.
7. During the last five (5) minutes, after the participant is excused from the judging area, you may score the participant. Refer to the *Evaluation Criteria* section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score AND write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is one hundred (100) points.

Note: If a bubble sheet has not been provided, you will indicate your scores on the Sales Management Meeting Evaluation Form.

Presentation Schedule

Presentations will be scheduled at twenty (20) minute intervals
Fifteen (15) minutes for delivery of the sales meeting by the
participant and questions by the judges
Five (5) minutes for scoring by the judges

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the sales meeting was handled in an effective, creative way; in effect, nothing more could be expected of the participant, and the sales meeting has been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the sales meeting was handled well. There may be a few minor problems or omissions, but they are not significant. A sales meeting which earns this level in every category for the presentation would probably produce positive results.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the sales meeting. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the participant a **Certificate of Excellence**.

We hope you are impressed by the quality of work of these students with a career interest in the field of sales and sales management. If you have any suggestions for improving this event, please mention them to your event manager.

We thank you for your help.

Participant's Name: _____

Evaluation Form

I.D. Number: _____

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Opening–Consider: Opening statement confidence, etc. (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
2. Organization of Presentation–Consider: Benefits shown; presentation clear and in logical order; vocabulary and grammar (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
3. Voice–Consider: Pitch, tempo, speed, enthusiasm, pronunciation, enunciation (Possible Points 5)	0-1	2-3	4	5	_____
4. Sound reasoning used for each recommendation (Possible Points 10) . .	0-1-2	3-4-5	6-7-8	9-10	_____
5. Mature judgment used (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
6. Closing–Consider: Summary and conclusion of presentation (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
7. Reaction Under Pressure–Consider: Time, handling questions and objections (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
8. Sales Force Appeal–Consider: Effectiveness of the presentation (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
9. Approach to meeting–Consider: Correct analysis of situation and appropriateness of meeting. (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
10. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (Possible Points 5)	0-1	2-3	4	5	_____

Total Judged Points (100 maximum): _____

A score of 70 or better will earn the participant a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

Tie-Breaker

For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #5. The participant with the highest score for #5 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 2, 8, 9, 4, 1, 6, 7, 3, 10.