

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.

A 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 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—your exact role will be determined by the specific case 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.
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 give no indication of the participant's performance/score.
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 is not provided, 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