

## *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