

General:

- You are not selling the product but providing a sales plan for the scenario
- Judges are judging your prep time as well as presentation time
- Once you start talking, time starts. Do not shake hands at the beginning. Shake hands after questions.
- Judges might have some general information to give you
- Be supportive to each other.

- Select a clear leader for the team. This person takes charge but is not dictating the other members.
- Go around and verbally assign task: "Jonny, you would be great at determining potential customers, can you do that? Yes, I will
- Each member verbally participates in the situation. Make sure responses are verbal not nodding of head or hand gestures. Verbally interact with each other. Speak loud enough for judges to hear.
- The team members makes an effort to listen to others. Head up, looking at the member when telling of an idea.
- Be positive with each. "Great Idea", "You should definitely include that." Also, help others, "I found this fact, you should include this"
- Do not talk over each other

JUDGING CRITERIA	POINTS ALLOWED	POINTS EARNED
TEAMWORK EVALUATION (25%)	E – 45-50 pts. G – 40-44 pts. A – 33-39 pts. N – 27-32 pts. 50 pts.	
Leadership roles easily perceived		
Participation by each member of the team		
Members demonstrated effective listening and communication skills		
ANALYSIS OF THE INFORMATION (20%)	E – 36-40 pts. G – 32-35 pts. A – 26-31 pts. N – 22-25 pts. 40 pts.	
Clearly identify the product features and the market for that product		
Provided information and data is analyzed and utilized		
Demonstrate the use of basic sales skills		
QUALITY OF THE TEAM'S SOLUTION (35%)	E – 60-70pts. G – 50-59 pts. A – 40-49pts. N – 30-39pts 70 pts.	
Identify sales goal for each customer and or market segment		
Identify the key benefits of the product		
Identify potential customer objections and develop strategies to address them		
Possible solutions are discussed and analyzed		
Justify decisions		
PRESENTATION (10%)	E – 16-20 pts. G – 11-15 pts. A – 6-10 pts. N – 0-5 pts. 20 pts.	
Presents team's solution		
Overall delivery professional and well thought out		
Presentation is clear and effective		
QUESTIONS ARE TAKEN FROM:(10%)	E – 16-20 pts. G – 11-15 pts. A – 6-10 pts. N – 0-5 pts. 20 pts.	
Teamwork evaluation		
Analysis of the information		
Presentation		
TOTAL SCORE	200 pts	

- Emphasis the features/ current market of the project.
- Give statistics in that you find
- Persuade them that this is a great product for their company

- Make sure you include all potential customers not just one or two of them.
- Match the benefits and features to each and all potential customers.
- Be aware of objections (Useful life of product is possible, is it uncomfortable to wear, possible dangers if dealing with chemicals
- What other products can be sold with the product, and how will they benefit the main product.
- Develop a sales plan: How many do you want in the company in 3 months, 6 months, 12 month.
- How you going to train/educate the employees
- Goals: SMART Goals are good

- The questions can come from any part of the team problem. "How did you come up with this solution to this situation?" "Why did you decide that was the best sales plan?" "Are the goals realistic for implementing the product?"
- Know your numbers
- Any type of question is possible from the judges
- Everyone should participate in questions
- Each member should answer at least 2 questions
- Try to have 2 members participate in answering each question

- Smile, Talk clear
- Leader should start with a brief introduction and then start.
- Provide transitions between each speaker. Example "Suzy will now explain the key benefits and features."
- Line up in a straight line in front of the judges
- Let the person assigned to an area speak. Don't let one person control the presentation. Explain the area you are presenting. Example: Potential customers for this product are....
- Pay attention to time