



## Sales Presentation

### Event Objective

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To demonstrate the student's ability to organize and execute an effective sales presentation.

### Procedures

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1. Each sales representative (one student per college) will represent an organization (to be determined) in a buyer-seller role-play situation. Your goal is to get the order!
2. The sales scenario will be provided **Monday, September 16, 2013**. It will be posted to the OCMC Web site only (with printable versions available online).
3. Students are not allowed to contact the sponsoring or buying company in any way (in person, phone, mail or email) when preparing for the sales presentation. You may research either company's website but personal contact is forbidden.
4. You are to assume that the meeting with the prospect has been pre-arranged and that this is the first face-to-face meeting. State your assumptions to the judges before making your presentation.
5. The sales representative provides his/her own sales aids and materials. The use of Powerpoint slides is optional and at the discretion of the sales representative. No computer, projector or screen will be provided. You will work from your computer. **No additional time is allowed for technology set-up or glitches related to technology.**
6. You will have **20-minutes** maximum to complete your sales presentation. You must be prepared to handle objections at any time during the presentation.

### Event Scoring

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1 <sup>st</sup> Place	10 points
2 <sup>nd</sup> Place	8 points
3 <sup>rd</sup> Place	6 points
4 <sup>th</sup> Place	4 points
5 <sup>th</sup> Place	2 points

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# OCMC Evaluation Form – Sales Presentation

**CASE Event Name:** \_\_\_\_\_

**College Name:** \_\_\_\_\_

**Student Presenters:** 1. \_\_\_\_\_ 2. \_\_\_\_\_

Section	Score/Possible	Comments
<b>Opening</b> <i>Introduction, opening statement, confidence</i> <div style="text-align: right;">____/10</div>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation	
<b>Needs Analysis</b> <i>Effectively demonstrate a clear understanding of the customer's situation by determining:</i> a) <i>Relevant facts of the buying company</i> b) <i>Relevant needs, problems, goals of the buying company</i> <div style="text-align: right;">____/15</div>	13-15 excellent 10-12 good 8-9 satisfactory 1-7 below expectation	
<b>Presentation and Demonstration</b> <i>Features and benefits, vocabulary and grammar, use of visual aids</i> <div style="text-align: right;">____/15</div>	13-15 excellent 10-12 good 8-9 satisfactory 1-7 below expectation	
<b>Organization of Presentation</b> <i>Logical flow and timing of each component of the presentation</i> <div style="text-align: right;">____/10</div>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below satisfactory	
<b>Handling Objections</b> <i>Ability to overcome resistance and answer questions</i> <div style="text-align: right;">____/10</div>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation	
<b>Closing</b> <i>Choice and use of effective closing techniques</i> <div style="text-align: right;">____/15</div>	13-15 excellent 10-12 good 8-9 satisfactory 1-7 below expectation	
<b>Voice</b> <i>Clarity and enunciation</i> <div style="text-align: right;">____/5</div>	5 – excellent 4 – good 3 – satisfactory 1-2 below expectation	
<b>Professionalism</b> <i>Appearance, confidence, enthusiasm</i> <div style="text-align: right;">____/10</div>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation	
<b>Subjective Evaluation</b> <div style="text-align: right;">____/10</div>	9-10 excellent 7-8 good 5-6 satisfactory 1-4 below expectation	
<b>Total Score</b> <div style="text-align: right;">____/100</div>		
<b>Overall Comments</b> (use back of page if necessary)		
Note: Judges should consider the entire sales process		