



Individual SALES PRESENTATION

Contest Time: 8:45 am (*Tentative*)

Categories: Individual

Entries: Three per school

Purpose: Improve a student's speaking and thinking abilities. This includes "situational demo" – customer service, product, objections, concerns and close of sale

Structure of Contest: Students will have **10 minutes maximum** to give a formal sales presentation of an agriculture-related product. ***There will be a 2-point per second deduction for students going over the 10 minute maximum. There will not be a point deduction for going under 10 minutes.*** An additional **five** minutes will be allowed at the end of each sales presentation for judges to ask questions. Students should come prepared with their product, charts, brochures etc. There will be a computer and overhead available for students who wish to make their presentation using Microsoft PowerPoint, overlays or an easel for flip charts. The contestant will present their product to the judges and audience and the following scorecard will be used. Students will draw for the order of presentations.

Scoring:

Formal Sales Presentation	
	Points
Customer Approach <ul style="list-style-type: none">• Generate a positive first impression• Create customer attention• Establish customer needs	100
Demonstration <ul style="list-style-type: none">• Communication product features and benefits• Differentiate product from that of competitors	100
Handling Customer Objections <ul style="list-style-type: none">• Identify and address potential customer objections	100
Closing <ul style="list-style-type: none">• Attempt to close the sale• Establish follow-up strategies for post-sales service	100
Knowledge of Product	100
Stage Presence	100
Effective use of Visual Aides	100
Response to Judges Questions	100
<i>Overtime Deductions (2pt for each Sec.)</i>	
Total	800