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## **Sales Presentation**

*Using technology to support a presentation can significantly enhance a business leader's effectiveness in selling techniques, merchandise knowledge, and knowing the audience. This event provides recognition for FBLA members who demonstrate the ability to deliver an effective sales presentation while using multimedia presentation technology.*

### **Competencies**

#### *Performance Competencies*

- demonstrate ability to make a businesslike presentation
- demonstrate proficiency in selling techniques
- demonstrate knowledge of merchandise
- demonstrate presentation skills to the customer
- demonstrate effective verbal communication skills
- describe project development and implementation
- explain content logically and systematically

#### **Business Education Curriculum Standard(s):**

Marketing

### **Region Eligibility**

Each chapter may enter two participants. The participants must be members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

*Participants are permitted to compete in this event one year only. Under no circumstances may a student repeat in this event.*

It is the responsibility of the:

#### **local chapter adviser**

- pay membership dues for all competitors by the published region deadline and to register students through the PA FBLA online registration system by the published deadline.

#### **region adviser**

- to verify that membership dues of participants at the region conference comply with the deadlines listed above.

### **State Eligibility**

The minimum number of participants each region may enter is the first- and second-place winners whose participants are members of an active local chapter and are on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 or prior to the region conference by the date posted on the PA FBLA web site.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

#### **local chapter adviser**

- to contact the region adviser about the team that will not be attending.

#### **region adviser**

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
- to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is posted on the PA FBLA web site.

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## **Region Procedure**

The following procedures must be used:

1. **The competitor must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If any team participant does not comply, he or she will not be admitted to the testing area until the participant is in compliance.**
2. There will only be one round of competition at the region level.
3. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. Participant will sell a product or concept of their choice to the judges.
5. All presentations must comply with state and federal copyright laws. Refer to format guide for additional information.
6. Entries will be judged according to the rating sheet.
7. Participant may use a presentation software program as an aid in delivering the sales presentation.
8. The chapter must provide all technology for this event at the Region Competition. Internet access will not be provided.
9. The individual must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
10. Seven (7) minutes will be given to deliver the presentation.
11. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
12. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
13. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
14. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

## **State Regulations**

### **Conference Requirements**

The following procedures must be used:

7. A **preliminary round** will be held to determine the top participants in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
  - The order of performance will be drawn at random by a member of the state committee.
  - Based on the judges' scores, up to twelve (12) participants will be posted and will compete in the final round.
8. The following procedures will be followed during the **final round**:
  - The order of performance will be drawn at random by a member of the state committee.

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9. Student member, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
  10. Participant will sell a product or concept of their choice to the judges.
  11. All presentations must comply with state and federal copyright laws. Refer to format guide for additional information.
  12. Entries will be judged according to the rating sheet.
  13. Participant may use a presentation software program as an aid in delivering the sales presentation.
  14. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
  15. The chapter must provide the computer for the event. A LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have a VGA port will need to provide their own adapters.
  16. The individual must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
  17. Seven (7) minutes will be given to deliver the presentation.
  18. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
  19. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
  20. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
  21. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.
  22. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

## **Region and State Judging**

The participant will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

### **First Tiebreaker**

- Total points of the *Expectation Item* section on the Performance Rating Sheet.

### **Second Tiebreaker**

- Total points of the “Demonstrates the ability to effectively answer questions” category within the *Delivery* section on the Performance Rating Sheet.

### **Third Tiebreaker**

- Total points of the “Statements are well-organized and clearly stated with use of industry language” category within the *Delivery* section on the Performance Rating Sheet.

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Tiebreaker implementation examples can be found in this handbook or at [www.pafbla.org/tiebreakers.php](http://www.pafbla.org/tiebreakers.php).

## **Region Awards**

Each region may decide the number and type of awards to be presented at the RLC.

## **State Awards**

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

## **National Conference Eligibility**

The first-, second-, third-, and fourth place award winning teams at the State Leadership Conference are eligible to attend the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines.

In the event that the first-, second-, third-, or fourth place team cannot attend, it is the responsibility of the:

**local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about the team that will not be attending.

**PA FBLA Executive Director/State Chairman**

to contact the next eligible award winning team about participating at the National Leadership Conference.



## SALES PRESENTATION

### Performance Rating Sheet

*Revised 2017-18*

	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Expectation Item</b>					
Presents appropriate greeting	0	1-3	4-7	8-10	
Able to determine needs	0	1-3	4-7	8-10	
Presenting the product/service	0	1-3	4-7	8-10	
Able to overcome objections	0	1-3	4-7	8-10	
Demonstrates suggestion selling	0	1-3	4-7	8-10	
Able to close the sale	0	1-3	4-7	8-10	
Demonstrates the ability to develop relationship	0	1-3	4-7	8-10	
<b>Delivery Skills</b>					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					
					<b>/100 max.</b>
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					
					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: