The Professional Selling and Consulting Events provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

The guidelines for each of the Professional Selling and Consulting Events have been consolidated to facilitate coordination of participant activities in each of the career categories. This means the evaluation form will be the same for each career category. However, each career category will deliver a sales presentation or consultation for a different product or customer described below in the “Products/Services and Target Customer Descriptions” section.

2023-2024 SCENARIOS

New products, services and target market customers (prospects) will be identified annually. The participant will research an actual company that he/she represents and real product(s)/service(s) to be presented. The participant will also research the target customer that the product/service will be presented to. Then the participant will present the product(s)/service(s) using the steps in the selling/consulting process to meet the needs of the customer (prospect).

FINANCE

Financial Consulting: For 2023-2024, you will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

HOSPITALITY + TOURISM

Hospitality and Tourism Professional Selling: For 2023-2024, you will assume the role of a sales manager for a glamping resort. You are meeting with the CEO of a company that is hosting a retreat for its 12 employees and their immediate families. During the meeting, you should discuss, at a minimum, the setting, accommodations, dining and activities. This meeting is very important to the CEO, who is also wanting to host an annual kick-off meeting during the retreat in a creative meeting space for only the 12 employees.

MARKETING

Professional Selling: For 2023-2024, you will assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the owner of a local retail boutique to present the services your company can provide for expanding their company’s social media selling strategies.
EVENT OVERVIEW

• These events consist of two major parts: the cluster exam and the oral presentation. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

• These events are for individual participants only.

• The participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Cluster Core performance indicators.
  – Participants in the Financial Consulting Event will take the Finance Cluster Exam.
  – Participants in the Hospitality and Tourism Professional Selling Event will take the Hospitality and Tourism Cluster Exam.
  – Participants in the Professional Selling Event will take the Marketing Cluster Exam.
• Complete lists of performance indicators are available at www.deca.org.

• The participant will organize appropriate information and present a sales presentation or provide consultation to a potential buyer or client.

• The oral presentation may be a maximum of 15 minutes in length, including time for judge's questions.

• The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.

PRESENTATION GUIDELINES

• The objective for the sales presentation or consultation is for the participant to assume the role of salesperson or consultant making a presentation to a potential buyer or client (judge). Prior to ICDC, the participant will prepare a sales presentation or consultation presentation for the product/service and target market customers described in the appropriate categories.

• The participant will make a 15-minute sales presentation or consultation presentation to the judge worth 100 points. (See Presentation Judging.)

• The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.

• The participant may bring presentation notes to use during the sales presentation or consultation.

• If time remains, the judge may ask questions pertaining to the sales presentation or consultation.

• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

• Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.

• If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participant will make a 15-minute presentation or consultation to you. As the judge, you are to assume the role of a potential buyer for the product(s) and/or service(s) or a client seeking consultation.

At the beginning of the presentation (after introductions), the participant will make the presentation or consultation. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate.

At the conclusion of the presentation, thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.
# DECA PROFESSIONAL SELLING AND CONSULTING EVENTS

**FINANCIAL CONSULTING (FCE)**

**HOSPITALITY AND TOURISM PROFESSIONAL SELLING (HTPS)**

**PROFESSIONAL SELLING (PSE)**

## EVALUATION FORM

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Presented an effective and engaging opening</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>2. Established relationship with customer/client</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>3. Communicated understanding of customer/client needs</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>4. Facilitated customer/client buying decisions</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>5. Recommended specific product(s)/service(s)/action(s)</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>6. Demonstrated or explained product(s)/service(s)/action(s)</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>7. Properly stated features and benefits of product(s)/service(s)/action(s)</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>8. Prescribed a solution(s) to meet customer/client needs</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>9. Effectively answered customer/client questions and concerns</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>10. Effectively closed the sale or ended the consultation</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>11. The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>12. Professional appearance, poise and confidence</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>13. Overall impression</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL POINTS (100)**

**TOTAL SCORE**

JUDGE __________