

Selling Event

PARTICIPANT INSTRUCTIONS

- You will be presented with your event information through your reading of the competencies, performance indicators, and event situation.
- You will have **10 minutes** to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have **10 minutes** to make your sales presentation to the judge (your customer).
- You will be evaluated on how well you demonstrate the competencies and performance indicators for this event.
- Turn in all your notes and event materials when you have completed the event.

COMPETENCIES / PERFORMANCE INDICATORS

Participants are expected to demonstrate:

- Approaching the prospect
- Determining the prospect's needs and wants
- Presenting features and benefits of the product
- Dealing with prospect's objections
- Closing the sale
- Utilizing suggestive selling techniques
- Reassuring the customer

EVENT SITUATION

You are a salesperson in a large electronics and camera retail store. A prospective customer (judge) has entered your department. They are looking for a fun, creative gift for a young family member who enjoys photography, arts and crafts, or capturing memories.

Your task is to:

1. Approach the customer and determine their needs and wants.
2. Present the KODAK Printomatic Full-Color Instant Print Digital Camera, explaining features and benefits.
3. Handle any objections and answer questions the customer may have.
4. Use suggestive selling to promote accessories or add-ons
5. Close the sale.

The event begins after the customer greets you. The role-play ends when the sale is completed and the customer thanks you for your assistance.

PRODUCT INFORMATION

KODAK Printomatic Full-Color Instant Print Digital Camera

- Portable, easy-to-use camera for instant photography fun
- Prints full-color photos on 2x3" Zink sticky-back photo paper
- 5MP resolution for bright, clear pictures
- Perfect for creative projects, scrapbooks, gifts, and memory-making
- No ink cartridges needed—print instantly from the camera
- Lightweight, pocket-sized design ideal for travel or parties



JUDGE INSTRUCTIONS

DIRECTIONS AND PROCEDURES

- Review the student instructions to understand the event and your role.
- The student has 10 minutes to prepare and 10 minutes to present.
- Act as a prospective customer looking for a gift for a young family member.
- If the participant follows the competencies with proficiency, give buying signals, but offer at least one objection before a purchase is finalized.
- Decline any additional suggested sales above the original product politely.

ROLE-PLAY CHARACTERIZATION

- You are shopping for your niece or nephew, 10–12 years old.
 - You want a unique, fun gift to go along with a birthday celebration.
 - You know your young relative loves arts, crafts, or photography.
 - You are willing to spend a reasonable amount but want to ensure the gift is worth it and engaging.
 - Begin the role-play by greeting the student.
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EVALUATION INSTRUCTIONS

Students will be evaluated on their ability to:

- Approach the prospect effectively
- Identify customer needs and wants
- Present features and benefits persuasively
- Handle objections professionally
- Use suggestive selling techniques appropriately
- Close the sale
- Reassure and make the customer feel confident in their purchase



EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific criteria listed below.

Evaluation Form Interpretation

The evaluation levels listed below, and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Levels of Evaluation

Exemplary: The participant answered questions and presented themselves with outstanding professionalism, well above typical business expectations. Ranking: Top 10% of business professionals.

Proficient: The participant responded effectively and professionally, meeting normal business standards. No additional training is needed at this time. Ranking: Top 70–89% of business professionals.

Developing: The participant showed limited effectiveness in responses or professionalism, falling below basic business expectations. Additional training is recommended. Ranking: Top 50–69% of business professionals.

Novice: The participant struggled to demonstrate professionalism or answer questions effectively. Significant training is needed immediately. Ranking: Bottom 0–49% of business professionals.



VA-SELL 25-26

JUDGES EVALUATION FORM

Student Name:

District Event ID Number:

SELLING EVENT EVALUATION

	Novice	Developing	Proficient	Exemplary	Score
Successfully approach the prospect:					
1. Using appropriate opening greeting	0-1	2-3	4	5	
2. Gained the prospect's attention	0-1	2-3	4	5	
Determine needs and wants by:					
3. Asking relevant probing questions	0-1	2-3	4	5	
4. Listening to the prospect's response	0-1	2-3	4	5	
Present the product by:					
5. Describing product features relevant to the customer needs.	0-1	2-3	4	5	
6. Emphasize benefits to the prospect.	0-1	2-3	4	5	
Handle objections by:					
7. Acknowledging each objection	0-1	2-3	4	5	
8. Proving credible and realist solutions.	0-1	2-3	4	5	
Close the sale by:					
9. Asking for the order	0-1	2-3	4	5	
10. Taking order	0-1	2-3	4	5	
11. Suggest additional add-on items	0-1	2-3	4	5	
12. Reassure the customer following the purchase	0-1	2-3	4	5	
TOTAL SCORE					