



# READY, SET GROW

The 2019 Ontario  
Colleges' Marketing  
Competition at  
Niagara College

## Prospect Pitching Case

*Prospect Pitching* challenges students to think creatively and strategically in a time constrained situation. As a judge in this event, your role is to assume the role of the prospect and evaluate how effectively each team presents their sales pitch.

### The Case Scenario

The students will know nothing about what they are selling, or who they are selling to, before they enter the prep room. They will have 30 minutes to familiarize themselves with the product or service, anticipate what the prospects needs are, and develop a sales presentation accordingly. Given that this is such a limited time frame, the scenario will not be complicated, the customer's needs will be fairly simple, and it is expected that the presentation will be straightforward.

Within the scenario of the case, it will be assumed that the sales team has already met with you briefly during a discovery meeting.

### General Judging Considerations

The students' role in this event is to present an effective sales pitch. They should be able to identify the needs of the customer, communicate the features and benefits of their product, attempt to close the sale and effectively handle any objections. Students are expected to use industry-standard business and marketing terminology during their presentation.

It is assumed that each judge is from the client company.

## Event Objectives

To demonstrate the students' ability to:

- Quickly analyze a sales opportunity
- Develop an appropriate sales presentation
- Present the solution in a convincing manner

## Eligibility

- All students must be from marketing or marketing-related programs. Please note that post-diploma, graduate certificate or degree program students are not eligible for OCMC.
- Repeat OCMC students cannot enter an event in which they previously participated.

## Student Preparation

- Participants should familiarize themselves with the evaluation criteria. Please refer to the **case evaluation** form for details.
- Students must be in the designated preparation room **on time**. Students should arrive at the designated preparation room **no earlier than five minutes before** their preparation time. Preparation times will be assigned randomly. Please refer to the case schedules in the program. No changes will be made unless a conflict situation exists.
- Proper **identification** (your name tag) must be visible to security personnel before entering the preparation room.
- Absolutely no supplies or equipment (beyond what is provided to you) is allowed in the room. This includes calculators, cell/smart phones, smart watches, computers, PDAs, books, etc. Any violation of this rule results in disqualification.
- The use of business cards is optional.
- A package containing the case, a **USB device**, lined paper, 2 ball point pens, and 2 pencils will be provided upon entry to the preparation room. The USB will contain 7 basic white background slides in the current version of PowerPoint. There are no restrictions on slide design, animation or transition.
- The preparation room will contain a laptop for students to use to create their presentation. Their presentation must be saved on the USB provided in the envelope. All competitors must ensure that they clear their presentation from the laptop before exiting the room.
- Participants have **30 minutes** to prepare their solution. Participants will be advised when five minutes remain.

- At the end of 30 minutes, the team will be escorted to their presentation room. There must be no communication with anyone other than your partner while in transit.

## Presentation

- The room will have appropriate equipment and be arranged suitably for a presentation.
- Presentations must not exceed **15 minutes**. There will be a **five-minute question period** following the presentation with judges. These questions may be in the form of objections.
- Participants are responsible for managing their time when presenting. Judges will be conscious of time when listening to presentations and will ask a team to stop if necessary.
- At the conclusion of the question period the students will leave the room. **All materials used in the presentation must remain in the room.** The judges will collect your USB, case, pens, etc.
- The judges will use the remaining minutes in the cycle to complete the evaluation form.

## Evaluation by Judges

- At the end of the presentation, after the students have attempted to close, judges will challenge them with objections
- Judges will not provide any verbal feedback to participants during the competition. They are permitted to ask questions during the official question period.
- Judges will complete an evaluation form with numerical scores and appropriate summary comments.
- Judges will rank each team from top to bottom. In the case of a tie between any of the top 5 teams, they will re-evaluate those teams to break the tie. There cannot be a tie amongst teams ranked one to five.
- **Judges decisions are final!** The top three teams are acknowledged at the final competition banquet and will come to the stage to receive their awards. Fourth and fifth place winners will be announced from the podium but **will not** be asked to the stage.

## Feedback

- Each team will receive a feedback form from the host College approximately three weeks following the competition.

## Event Scoring

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

## Prospect Pitching Case Study Judging Considerations

Section	Score/Possible	Judging Considerations
<b>Opening</b> Introduction, opening statement, confidence  <div style="text-align: right;"><b>/10</b></div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	It is assumed that you have met the sales team before in a discovery meeting
<b>Needs Summary</b> Effectively demonstrate a clear understanding of the customer's situation, including: Relevant facts, needs, problems, goals of buying company.  <div style="text-align: right;"><b>/10</b></div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The students will already have an understanding of the prospects needs, from the discovery meeting. Please don't try to invent a need that is not clearly implied in the case scenario. The sales team may review the needs they discovered at the first meeting, and get confirmation. At that point, a judge can confirm or clarify.
<b>Presentation and Demonstration</b> Features and benefits, vocabulary and grammar  <div style="text-align: right;"><b>/20</b></div>	18-20 excellent 14-17 good 10-13 satisfactory 0-9 below expectation	The sales team will review the Features and Benefits that have been described in the Case Study. They may also include some they have thought of themselves based on the information provided in the case. This gives the students an opportunity to show some creativity.
<b>Organization of Presentation</b> Logical flow and timing of each component of the presentation  <div style="text-align: right;"><b>/10</b></div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Students will have 15 minutes to make their presentation and trial close.
<b>Closing</b> Choice and use of effective closing techniques  <div style="text-align: right;"><b>/15</b></div>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Hold off on your objections until the end. It is most likely that the team will attempt to close the sale, once they have gone through the presentation. This is the appropriate time for objections. Once they have handled the objections, the team will likely try to close the sale again. You can accept the sale, or not, as you see fit. All attempts to close should be evaluated as part of the 15 marks for 'Closing'.
<b>Handling Objections</b> Ability to overcome resistance and answer questions.  <div style="text-align: right;"><b>/10</b></div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	The students will have 15 minutes for their presentation and trial close. There will then be 5 minutes for any objections and a 'final' close.
<b>Presentation Skills</b> Clarity, confidence, enthusiasm, professionalism  <div style="text-align: right;"><b>/15</b></div>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	Convey information clearly and project confidence and enthusiasm. Demonstrate professionalism in terms of demeanour and information presented on powerpoint slides.
<b>Subjective Evaluation</b>  <div style="text-align: right;"><b>/10</b></div>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	

**OCMC Evaluation Form: Prospect Pitching Case Study**

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

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

<b>Section</b>	<b>Comments</b> (please use back of page for additional comments)
<p><b>Opening</b>  <i>Introduction, opening statement, confidence</i>              _____ / 10</p>	
<p><b>Needs Summary</b>  <i>Effectively demonstrate clear understanding of customer's situation, including: Relevant facts, needs, problems, goals</i>              _____ / 10</p>	
<p><b>Presentation and Demonstration</b>  <i>Features and benefits, vocabulary and grammar</i>              _____ / 20</p>	
<p><b>Organization of Presentation</b>  <i>Logical flow and timing of each component of the presentation</i>              _____ / 10</p>	
<p><b>Closing</b>  <i>Choice and use of effective closing techniques</i>              _____ / 15</p>	
<p><b>Handling Objections</b>  <i>Ability to overcome resistance and answer questions</i>              _____ / 10</p>	
<p><b>Presentation Skills</b>  <i>Clarity and enunciation of voice, professionalism (appearance, confidence, enthusiasm)</i>              _____ / 15</p>	
<p><b>Subjective Evaluation</b>              _____ / 10</p>	
<p><b>Total Score</b>            _____ / 100</p>	