



READY, SET GROW

The 2019 Ontario
Colleges' Marketing
Competition at
Niagara College

OCMC Sales Presentation Overview

The Sales Presentation competition is designed around the Corporate/Large Account selling process. It is assumed that the sales representative has conducted evaluation calls with this customer gathering information in an attempt to understand the customers' needs and wants.

It is also expected that the sales representative has conducted research and gathered information to understand the competitive product environment, potential pricing options and a strategic implementation plan.

The presentation is a creative demonstration of the strategic selling plan that addresses the needs of the customer providing options for an implementation plan and a costing /pricing analysis with the desired intent to close the deal.

General Judging Considerations

The student's role in this case is to execute an effective sales presentation, and get the order. 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 customer company, and each may take on a specific role. Judges will understand the needs of the company.

Event Objectives

To demonstrate the student's ability to:

- organize and execute an effective sales presentation

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

- Each sales representative (one student per college) will represent an organization (to be determined) in a buyer-seller role-play situation. The objective is to get the order.
- The sales scenario will be provided by the host college by Friday, September 20, 2019.
- Students are to assume that the meeting with the prospect has been prearranged and that this is the first face-to-face meeting. Students must state their assumptions to the judges before making their presentation.
- Student/coaching teams are not allowed to contact the sponsoring or buying company in any way (phone, email or social media) when preparing for the sales presentation. They may research the website for basic information about the company, but personal contact of any kind is forbidden.
- The sales representative provides his/her own sales aids and materials. The use of PowerPoint slides is optional and at the discretion of the seller. A computer and/or projector or screen will be provided. No additional time is allowed for technology set-up or glitches related to technology.
- Students will have 20-minutes maximum to complete their sales presentation. Students must be prepared to handle objections at any time during the presentation.

Presentation

- The room will be arranged suitably for sales presentation.
- The presentation time will be **20 minutes** maximum, including presentation, handling of objections and closing the sale. Students should be prepared to respond to objections at any time.

- Participants are responsible for managing their time. Judges will be conscious of time and will ask a candidate to stop if necessary.
- The judges will use the remaining minutes in the cycle to complete the sales presentation evaluation form.

Feedback

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

Event Scoring

1 st Place	10 points
2 nd Place	8 points
3 rd Place	6 points
4 th Place	4 points
5 th Place	2 points

Sales Presentation Event Judging Considerations

Section	Score/Possible	Judging Considerations
Opening Introduction, opening statement, confidence <p style="text-align: right;">/10</p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	It is assumed that this is the first face to face meeting with the sales representative. Students will state any assumptions that they have made.
Needs Analysis Effectively demonstrate a clear understanding of the customer's situation by determining relevant facts, needs, problems and goals of buying company. <p style="text-align: right;">/15</p>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The student will have some insight into the prospects needs, as outlined in the scenario. However, the student will need to do a thorough needs analysis in order to discover and confirm the prospect's needs.
Presentation and Demonstration Features and benefits, vocabulary and grammar, use of visual aids <p style="text-align: right;">/15</p>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	The sales representative will review the features and benefits that have been described in the scenario, and others he/she has thought of based on their research. These should be related to the prospect's needs. Sales representatives are expected to provide professional sales aids to assist in the presentation, and judges should evaluate these per industry standards.
Organization of Presentation Logical flow and timing of each component of the presentation <p style="text-align: right;">/10</p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Students will have 20 minutes to make their presentation, handle objections and close the sale. Note that judges should feel free to ask questions/object throughout the presentation, while keeping the student's time constraints in mind.
Closing Choice and use of effective closing techniques <p style="text-align: right;">/15</p>	13-15 – excellent 10-12 – good 8-9 – satisfactory 1-7 – below expectation	It is likely that the student will attempt to close the sale, once he/she has gone through the presentation. This is an appropriate time for any final objections. Once they have handled the objections, the representative 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'.
Handling Objections Ability to overcome resistance and answer questions. <p style="text-align: right;">/10</p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	Objections can occur at any time throughout the presentation, and multiple objections would be appropriate. However, please be mindful of the student's 20 minute time constraint.
Voice <i>Clarity and enunciation</i> <p style="text-align: right;">/ 5</p>	5 – excellent 4 – good 3 – satisfactory 1-2 – below expectation	
Professionalism Demeanour, confidence, enthusiasm <p style="text-align: right;">/10</p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	
Subjective Evaluation <p style="text-align: right;">/10</p>	9-10 – excellent 7-8 – good 5-6 – satisfactory 1-4 – below expectation	

OCMC Evaluation Form: Sales Presentation Event

College Name: _____

Student Presenter: 1. _____

Section	Comments (please use back of page for additional comments)
Opening Introduction, opening statement, confidence <p align="right">_____ / 10</p>	
Needs Analysis <i>Effectively demonstrate a clear understanding of the customer's situation, by determining relevant facts, needs, problems and goals of buying company.</i> <p align="right">_____ / 15</p>	
Presentation and Demonstration <i>Features and benefits, vocabulary and grammar, use of visual aids</i> <p align="right">_____ / 15</p>	
Organization of Presentation <i>Logical flow and timing of each component of the presentation</i> <p align="right">_____ / 10</p>	
Closing <i>Choice and use of effective closing techniques</i> <p align="right">_____ / 15</p>	
Handling Objections <i>Ability to overcome resistance and answer questions</i> <p align="right">_____ / 10</p>	
Voice <i>Clarity and enunciation</i> <p align="right">_____ / 5</p>	
Professionalism <i>Demeanour, confidence, enthusiasm</i> <p align="right">_____ / 10</p>	
Subjective Evaluation <p align="right">_____ / 10</p>	
Total Score <p align="right">_____ / 100</p>	