



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Selling

RETAIL MERCHANDISING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the selling function
2. Describe the use of technology in the selling function
3. Analyze product information to identify product features and benefits
4. Explain the selling process
5. Discuss motivational theories that impact buying behavior

EVENT SITUATION

Congratulations, you have just been hired as a SALES ASSOCIATE at a new sports equipment business called FITNESS PRO. This company strives to remain competitive in the ever-changing fitness business by selling new and unique items for the fitness community. This business is located in large, urban communities that market specifically to the millennial generation looking for the next big fitness boom.

Today you will be meeting with a customer who is looking for a product that will help them in their fitness journey. As you meet with the customer, you are to introduce two new products that will fit into a person's fast paced and technological lifestyle. It is important to use effective questioning techniques to determine the customer's buying motives.

The two products you will be presenting are the following:

Product:	Apple Watch	Garmin VivoActive HR
Features:	Built in Cellular, LTE, Altimeter	24/7 Activity Tracking & On-Wrist Heart Rate
	Answers calls, send text messages, listen to music	Touchscreen Display
	Siri Compatible	Multi-Sport Activity Tracking
	Wall & Car USB Charging Adapters!	Wall & Car USB Charging Adapters!
	Price: \$329.00	Price: \$259.99

You will need to include the following in your sales pitch to the customer.

- Explain the nature and scope of the selling function.
- How will the product focus on technology?
- What is the product information and how does it relate to the product features and benefits?
- Explain the selling process.
- What are the motivational theories that impact buying behaviors?

Once finished presenting your products you will need to recommend the product to the customer and attempt to close the sale.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role as a MILLENNIAL CUSTOMER looking to purchase a new and unique product in your fitness journey. You are entering into a new store called Fitness Pro that focuses on remaining competitive in the ever-changing fitness business by selling new and unique items for the fitness community. These stores are located in large, urban communities that market specifically to the millennial generation looking for the next big fitness boom.

You will be meeting with a new sales associate (participant) who will be introducing two products that will fit into a person's fast paced and technological lifestyle.

Product:	Apple Watch	Garmin VivoActive HR
Features:	Built in Cellular, LTE, Altimeter	24/7 Activity Tracking & On-Wrist Heart Rate
	Answers calls, send text messages, listen to music	Touchscreen Display
	Siri Compatible	Multi-Sport Activity Tracking
	Wall & Car USB Charging Adapters!	Wall & Car USB Charging Adapters!
	Price: \$329.00	Price: \$259.99

The sales associate will need to include the following in their sales pitch to you:

- Explain the nature and scope of the selling function.
- How will the product focus on technology?
- What is the product information and how does it relate to the product features and benefits?
- Explain the selling process.
- What are the motivational theories that impact buying behaviors?

Once finished the sales associate will recommend a product to the customer and will attempt to close the sale.

During the course of the meeting you are to ask the following questions of each participant:

1. Why do you feel this is the best product for me?
 - a. *Possible Solutions: This product is the best for you because it fits a fast paced lifestyle and has the benefits you are looking for in your life. It is a popular item that not many people have on the market yet and will not only help you in your fitness journey, but also make you envious of your friends.*
2. What type of a product life-span does this product have?
 - a. *Possible Solutions: *Depending on product presented*--most products will be about a year or more in lifespan to ensure you achieve optimal usage and get your money's worth for the product.*

Once the participant has presented and has answered your questions, you will conclude the sales presentation by thanking the participant for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Performance Indicator Information

1. **Explain the nature and scope of the selling function:** The selling function includes a seven step sales process to attempt to get a customer to purchase a particular product (or set of products).
2. **Describe the use of technology in the selling function:** Technology is used in almost every sales transaction. It's used to complete the transaction, but many times is also used to sell the product as well. Demonstrations are used heavily for the sales function.
3. **Analyze product information to identify product features and benefits:** Product information gives specific details regarding the product at hand. However, sales associates should look at the product features (physical attributes the product has) and explain to the customer the product benefits (how the features will help the customer).
4. **Explain the selling process:** The selling process is how the sales associate will move through the selling steps. The seven sales process are: 1. Approach the Customer, 2. Determine Needs, 3. Present the Product, 4. Overcome Objections, 5. Close the Sale, 6. Suggestion Selling, and 7. Relationship Building.
5. **Discuss motivational theories that impact buying behavior:** Buying behaviors are why a customer will purchase a product and what are the motivational reasons they are looking at the product. In this example, most customers want to become "fit" and that would be a buying behavior.



RETAIL MERCHANDISING SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA

Selling

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the nature and scope of the selling function	10-11	12-13	14	
2.	Describe the use of technology in the selling function	10-11	12-13	14	
3.	Analyze product information to identify product features and benefits	10-11	12-13	14	
4.	Explain the selling process	10-11	12-13	14	
5.	Discuss motivational theories that impact buying behavior	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

Exceeds Expectations

Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator

Meets Expectations

Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89th percentile of business personnel performing this performance indicator

Below Expectations

Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69th percentile of business personnel performing this performance indicator