



COMPETITION OVERVIEW

A sales pitch is a persuasive speech given to someone to convince them to purchase a product or service. This competition challenges VE students to make a convincing and engaging sales pitch to sell their product(s) and/or service(s) at the Virtual Enterprises International Trade Show. All company sales representatives are invited to participate.

COMPETITION GUIDELINES

Each firm must execute a successful sales pitch and salespeople should reflect the following characteristics during a sale:

- **Professionalism:** The salesperson is professional, engaging, personable and welcoming throughout the sales pitch through such elements as tone of voice, stature and poise.
- **Greeting:** The salesperson warmly greets the customer and asks questions to better understand the customer's wants and needs.
- **Product/Service Knowledge:** The salesperson exhibits thorough knowledge of the product(s)/service(s) throughout the sales process while meeting the customer's needs.
- **Persuasiveness:** The salesperson effectively persuades the customer to make a purchase.
- **Closing:** The salesperson effectively and professionally closes the sale.

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Motivates others to act
- Adapts in an ambiguous environment
- Operates with purpose

Professional:

- Communicates effectively
- Demonstrates self-development and learning orientation
- Develops relationships and networks effectively

Functional:

- Understands general business dynamics
- Understands and applies financial concepts
- Conducts research and analysis
- Communicates through storytelling

Technology:

- Applies appropriate technology to task

JUDGING CRITERIA

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The *Task Alignment* identifies the associated curriculum tasks for each section.

ELEMENT	JUDGING CRITERIA
Greeting	<i>Was the greeting personable and welcoming? Did they do a good job in trying to understand the customer's wants and needs?</i>
Product/Service Knowledge	<i>How well does the sales person exhibit comprehensive knowledge of the product(s)/service(s) throughout the sale?</i>
Persuasiveness	<i>How compelling is the sales person in persuading the customer to make a purchase? Was a 'no' turned into a 'yes'?</i>
Closing	<i>How well does the salesperson close the sale with ease, gratitude and professionalism? Did they meet the customer's needs and ask for actionable next steps?</i>
Overall Professionalism	<i>Throughout the sales experience, to what degree did the salesperson conduct him/herself in a professional and ethical manner?</i>

For sample submissions, visit: veinternational.org/competition-samples.

Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.



SCORING KEY

5 stars Well above standards	Excellent execution and free of errors: includes ALL essential components, content and/or strategies are clear, comprehensive, thoughtful, and very well-researched and/or developed.
4 stars Above standards	Well executed: includes ALL essential components, content and/or strategies are evident and well-researched and/or developed.
3 stars Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 stars Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 star Well below standards	Major flaws and/or essential components missing.

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