



# SALESMANSHIP OVERVIEW

Each Virtual Enterprise Company is asked to sell their product(s) and/or service(s) at the Virtual Enterprises International Trade Show. Salesmanship is the act of making a complete and successful sale and will be evaluated on various aspects as outlined below. All company sales representatives are invited to participate.

## Guidelines

To exhibit salesmanship, salespeople should reflect the following characteristics in the following components of 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
- Demonstrates well-rounded perspective and style

### Professional:

- Demonstrates professionalism
- Communicates effectively

### Functional:

- Understands general business dynamics
- Understands and applies financial concepts

## 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.

<b>Greeting</b>	Was the greeting personable and welcoming? Did they do a good job in trying to understand the customer’s wants and needs?
<b>Product/Service Knowledge</b>	How well does the sales person exhibit comprehensive knowledge of the product(s)/service(s) throughout the sale?
<b>Persuasiveness</b>	How compelling is the sales person in persuading the customer to make a purchase? Was a ‘no’ turned into a ‘yes’?
<b>Closing</b>	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?
<b>Overall Professionalism</b>	Throughout the sales experience, to what degree did the salesperson conduct him/herself in a professional and ethical manner?

## Rubric

<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 points</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 points</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 points</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 point</b> Well below standards	Major flaws or section missing.



# SALESMANSHIP SCORECARD

Student Name (If Applicable): \_\_\_\_\_

School Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

## Rubric

<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
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<b>1 point</b> Well below standards	Major flaws or section missing.

## Scoring Elements

<b>Greeting</b> Was the greeting personable and welcoming? Did they do a good job in trying to understand the customer's wants and needs?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Product/Service Knowledge</b> How well does the sales person exhibit comprehensive knowledge of the product(s)/service(s) throughout the sale?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Persuasiveness</b> How compelling is the sales person in persuading the customer to make a purchase? Was a 'no' turned into a 'yes'?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Closing</b> 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?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Overall Professionalism</b> Throughout the sales experience, to what degree did the salesperson conduct him/herself in a professional and ethical manner?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>TOTAL</b>					
<b>Comments:</b>					



## Best Salesmanship & Best Novice Salesmanship

### Competition Overview

Each company will sell Virtual Enterprises products/services on December 4 at the San Diego Virtual Enterprise Exhibition. No real product or real money is to be exchanged: only official VEI credit cards and VEI bank transactions are allowed. See the details of the competition on the overview sheet. Companies new to the VE program, or 1st year teachers, will be entered into the Novice Salesmanship competition, which uses the same rubric.

#### Rules:

- Each company will sell their product at the Exhibition.
- Each company will sell from 11:00 am -1:30 pm. All students can participate in sales at the Trade Fair.
- Judges will in the **Best Salesmanship** competition will be looking at: Product/Service Knowledge, Professionalism, Customer Service and Attitude.
- Please review the competition rubric for more detailed information on the areas to be scored.