SALES MATERIALS COMPETITION
2017 International Trade Show Competitions

Each Virtual Enterprise Company is asked to design sales materials, such as a company brochure, catalog or promotional flyers whose purpose is to promote visibility and improve sales. In order to create effective sales materials, various departments such as Marketing, Sales, and Design must work collaboratively to develop materials that are consistent with the mission and objectives of the company.

Guidelines

Sales materials should be submitted as a single PDF document and address the following themes. Samples may include a catalog, brochure, direct mail campaign, and/or promotional materials.

- Content: Company information should be included on all sales materials in a manner which is professional and appropriate for a school environment. Information should include product/service descriptions and images, pricing, and an ordering process or next steps.
- Design: The presentation and design of any sales materials should creatively reflect the company, mission and logo. Sales materials should be free of any editorial, grammatical, and/or spelling errors.

Judging Criteria

- Content: To what degree are the sales materials comprehensive and consistent with the company's product(s)/service(s)?
- Design: To what degree are the sales materials creatively and effectively designed? How well do they grab your attention?
- Salesmanship: How compelling are the sales materials? How likely are you to conduct business with this company as a result of the materials?
- Professionalism: To what degree are the sales materials presented in a professional manner? Are the materials free of spelling and grammatical errors?

Career Readiness Framework Alignment

Leadership:
- Demonstrates intrapreneurship
- Demonstrates well-rounded perspective and unique style
- Motivates others to act

Professional:
- Demonstrates professionalism
- Collaborates with others
- Communicates effectively
- Embraces diversity

Functional:
- Understands general business dynamics

Core Technology Skills:
- Department/function specific technology

Rubric

★ ★ ★ ★ ★	Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
★ ★ ★ ★	Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
★ ★ ★	Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
★ ★	Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
★	Well below standards	Major flaws or section missing.