



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.

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

Rubric

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

- 2018 California State Conference and Exhibition • Bakersfield, CA • January 17-18, 2018 •
- Competition Information • veinternational.org • [#veinternational](https://twitter.com/veinternational) •



SALESMANSHIP SCORECARD

Student Name (If Applicable): _____

School Name: _____

Firm Name: _____

Rubric

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Scoring Elements

Greeting Was the greeting personable and welcoming? Did they do a good job in trying to understand the customer's wants and needs?	1	2	3	4	5
Product/Service Knowledge How well does the sales person exhibit comprehensive knowledge of the product(s)/service(s) throughout the sale?	1	2	3	4	5
Persuasiveness How compelling is the sales person in persuading the customer to make a purchase? Was a 'no' turned into a 'yes'?	1	2	3	4	5
Closing 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?	1	2	3	4	5
Overall Professionalism Throughout the sales experience, to what degree did the salesperson conduct him/herself in a professional and ethical manner?	1	2	3	4	5
Sales Materials Catalog or Menu and other materials used to enhance sales: yes = 5, no = 1	1				5
Professional or Company Appropriate/Uniform Dress All members: yes = 5, no = 1	1				5
Comments:	Total Points: _____				