

## PROFESSIONAL SELLING EVENT

These guidelines were created to prepare the student for the Professional Selling Event.

### **2022-2023 Topic:**

For 2022-2023 you will assume the role of a sales representative of a virtual human resource firm that specializes in employee accountability.

Since the pandemic, the company is allowing workers to work remotely and is looking for a solution to hold employees accountable for their workload. The chief operations officer of a major company has scheduled a meeting with you because he/she is interested in using your services to ensure accountability in the virtual workplace.

### **Guidelines for the format of the entry.**

#### **Title page will include:**

PROFESSIONAL SELLING EVENT

Name of high school

School address

City, State/Province ZIP/Postal Code

Name of participant

Date

The title page will NOT be numbered.

### **Table of contents:**

The participant will prepare a Professional Selling fact sheet. The fact sheets, in outline form shall be limited to a maximum of 10 pages (not including title page or table of contents). The fact sheets must include:

- I. EXECUTIVE SUMMARY
- II. AN ANALYSIS OF THE CUSTOMER AND HIS/HER NEED FOR THE PRODUCT/SERVICE.
- III. DESCRIPTION OF THE PRODUCT/SERVICE BEING SOLD
- IV. FEATURES AND BENEFITS OF THE PRODUCT/SERVICE BEING SOLD
- V. OBJECTIONS THAT THE CUSTOMER MAY RAISE DURING THE PRESENTATION
- VI. SUGGESTION SELLING ITEMS RELATED TO THE PRODUCT/SERVICE
- VII. BIBLIOGRAPHY
- VIII. APPENDIX