

PROFESSIONAL SELLING EVENT

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

2023-2024 Topic:

For 2023-2024, you will assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the owner of a local retail boutique to present the services your company can provide for expanding their company's social media selling strategies.

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