



CAREER CLUSTER

Marketing

CAREER PATHWAY

Professional Selling

INSTRUCTIONAL AREA

Selling

SALES MANAGEMENT MEETING

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Explain the nature of sales management.
2. Provide post-sales service.
3. Explain the role of customer service as a component of selling relationship.
4. Discuss motivational theories that impact buying behavior.
5. Reinforce service orientation through communication.



CASE STUDY SITUATION

QUENCH is a regional company that supplies purified water to offices and businesses. Depending on the business size, three or five gallon bottles of water are delivered to the company weekly.

QUENCH is a relatively new company, signing its first client just one-year ago. Since there are a large number of water delivery companies in the region, QUENCH gained most of its new clients by undercutting the prices of competitors.

Clients of QUENCH sign either a six-month, one-year or two-year contract. During the contract time, clients are able to change quantities, frequency of delivery or request service if problems occur. Once QUENCH acquired a respectable number of clients, the company needed to make up for the low price contracts. Members of the sales team have been consistently calling clients to try to sell accessories, add to delivery quantities, or request early extensions on unexpired contracts.

As sales manager, you have received negative feedback from a number of your corporate clients stating that the only time a QUENCH representative calls them is to sell them something. Clients are becoming tired of sales pitches and making them leery of answering calls from QUENCH.

Your sales staff needs to be taught how to foster on-going positive relationships with clients that benefit both QUENCH and the client.

YOUR CHALLENGE

You will provide information to your sales team about fostering on-going positive relationships with clients. You will need to discuss the following, at minimum, with your team:

- The importance of customer service and how positive customer service can influence future sales.
- Frequency of post-sale communications with client.
- Examples of positive post-sale service calls.
- Appropriate time/frequency for making sales calls to current clients.

You will meet with your sales team in thirty minutes.



SALES MANAGEMENT MEETING, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Selling

Did the participant:

| | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain the nature of sales management? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 2. | Provide post-sales service? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 3. | Explain the role of customer service as a component of selling relationship? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 4. | Discuss motivational theories that impact buying behavior? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| 5. | Reinforce service orientation through communication? | 0-1-2-3 | 4-5-6-7-8 | 9-10-11-12 | 13-14-15 | |
| PRESENTATION | | | | | | |
| 6. | Demonstrate clarity of expression? | 0-1 | 2-3 | 4 | 5 | |
| 7. | Organize ideas? | 0-1 | 2-3 | 4 | 5 | |
| 8. | Show evidence of mature judgment? | 0-1 | 2-3 | 4 | 5 | |
| 9. | Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions? | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 | |
| TOTAL SCORE | | | | | | |