

## Professional Selling Event

These guidelines were created to prepare the student for the technical sales event.

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

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

PROFESSIONAL SELLING EVENT

Name of DECA chapter

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 11 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.
- III. DESCRIPTION OF THE PRODUCT BEING SOLD.
- IV. FEATURES AND BENEFITS OF THE PRODUCT BEING SOLD
- V. OBJECTIONS THAT THE CUSTOMER MAY RAISE DURING THE PRESENTATION
- VI. SUGGESTION SELLING ITEMS RELATED TO THE PROJECT
- VII. BIBLIOGRAPHY
- VIII. APPENDIX

#### **Checklist standards**

In addition to following the outline above, when preparing your entry, you must observe all of the following rules.

1. The Statement of Assurances must be signed and submitted with the entry or the entry will not be judged.
2. The entry must be submitted in an official DECA folio. No markings, tape or other material should be attached to the folio.

3. One copy must be submitted. Participant may keep a copy for use in the interview.
4. Sheet protectors may not be used.
5. The body of the entry must be limited to 11 pages, not including the title page or table of contents. The pages must be numbered in sequence. The title page and table of contents will not be numbered. Do not use separate sheets between sections or as title pages for sections.
6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, materials in table, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.
8. Paper is 8 ½ inches x 11 inches. No fold-outs, attachments, tabs used.
9. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.