



Recorded SALES Presentation



Sales Presentation Options

You have four sales presentation options.

Access the link above to review your options.



Sales Presentation Requirements

1. The student can choose the product or service that he/she wants to sell.
2. Approval must be secured from the instructor within the first week of the course.
3. The Presentation will be 8-10 minutes in length.
4. The sales presentation should follow the steps of making a sales presentation as described in the text.
5. The buyer will have to have questions that show genuine interest in the event. Choose a good candidate!
6. Before the presentation the buyer must contact the instructor to find out the role to be played. Roles are buy-today, buy-but-others-must-be-consulted-first, buy-but-not-at-this-time, and no-buy. The contact by the customer with the instructor can be made by phone or email. The customer should not discuss the position that customer is going to take with the student sales person.
7. The student can use the SALES exercises as a guide, but the exercises can't be a script. No one in the role play will read a script word for word. There should be no interruptions during the role play. The exercise can be started over if a blooper comes.
8. If there are errors in the session, then start again. This is a learning exercise.
9. At the conclusion of the sales presentation, the student should do his/her self analysis of his/her presentation. There will be a grading sheet made available before the recording session to the student.



Recorded Sales Presentation

Submit one of the following three options:

- link to your Viddler video
- date and time of your WIMBA Live Classroom (approved by your instructor)
- date and time of your Face-to-Face presentation (approved by your instructor)



Papers/Projects



SALES Exercises Description

The seven SALES (Student Application Learning Exercises) exercises prepare you to make your taped presentation for the instructor. These SALES exercises teach you the 10-step Selling Process. You will follow the 10 steps in your taped presentation. There is a format used for each SALES in each chapter. You can use these formats for constructing the SALES exercises for the item or service that you are going to sell.

Below is a table listing all of the SALES exercises due for this course. Check the Course Schedule on Syllabus Page 2 for due dates. The SALES exercises are to be sent to your instructor using the assignments links in the lessons indicated in the table below. Detailed instructions for submission are given in each lesson.

SALES Exercises

SALES Exercises

SALES #	Chapter	Lesson	Percent of Final Grade
1	4	2	5%
2	6A	2	5%
3	8	4	5%
4	10	4	5%
5	11	4	5%
6	12	4	5%
7	13	4	5%



Recorded SALES Presentation

The recorded verbal sales presentation is a major portion of the course requirements and is generally completed after the end of Lesson 4. Use the title link above to view the requirement options and submission for your sales presentation.

The recording can be submitted on a video tape, CD, SD, or other media. You may be able to attach your recording to Messages or use free video sharing program "Viddler". More information is provided in the folder. Check with the instructor to make sure that he/she has a device which plays the method of recording that you are sending. Your presentation must capture both the video and audio of your work (therefore do not use a CD as it only captures the audio portion of your presentation). Be sure to verify with the instructor to ensure that he/she has a device which plays the method of recording you are sending. Capturing the VIDEO element of your presentation is mandatory - an audio (sound) recording alone will NOT meet this requirement and will result in a failing grade.

In the recording, you will have to secure a customer. The customer can be a friend, a spouse or a significant other. **This customer will have to contact the instructor to**

receive instructions on whether to buy the product or service, to wait to buy the product or service, to decline to purchase the product or service due to lack of need, or to consult with others before making a decision to buy or not buy.

The text covers each one of these instances and gives solutions. Customer should not tell you which situation that you will encounter. Customers should contact the instructor via email one week before the recording is due.

Do not plan to send a scripted recording in which the salesperson reads his/her part and the customer reads his/her part. If the Salesperson READS a scripted recording - the result will be a failing grade.

The customer does not have to agree to the sale in order for the salesperson (student) to make a good grade. The focus will be on if the salesperson followed the selling steps and strategies. **My grading of your presentation is based upon the below listed Rubric - so you now know precisely what I will base your grade upon.** Do not plan to send a scripted recording in which the salesperson reads his/her part and the customer reads their part. Reading scripts will produce a failing grade for this mandatory requirement.

The product or service that you are selling must be a real product or service. It cannot be one that is imaginary. **The instructor must approve in advance and in writing via the Message element of our course site - each and every individual presentation topic.** You are strongly encouraged to select a tangible product that can be thoroughly researched and for which you can find an equally tangible and actual competing product in your marketplace.

In the very rare instances that a means of recording is not available, then contact the instructor and discuss a potential alternative media. It is possible that such circumstances will warrant an interim grade of "Incomplete" to permit the student time to be located in a normal environment where a recording capability is commonplace - as is the norm for most students. The instructor may be the customer in the metro-Atlanta area.



Recorded SALES Presentation Rubric

This rubric is to show the graded categories and **percentage weighting** in the Recorded SALES presentation.

Graded Parts of the Recorded SALES Presentation	Total Points Possible
A. APPROACH (5 %)	5
B. PRESENTATION (60 %)	
1. Product - SELL Sequences	10
2. Proof Statement	5
3. Simile, metaphor, or analogy	5

4. Demonstration (showing product not demo.)	5
5. Visuals (product can be visual)	5
6. Marketing Plan - SELL Sequences	5
7. Marketing plan contents	10
8. Business Plan - SELL Sequences	5
9. Business plan contents	10
10. Out of order (product, mkt. plan, bus. plan)	(-10)
C. CLOSE (30 %)	
1. First closing technique	5
2. First objection handling technique	5
3. Used trial close	5
4. Second closing technique	5
5. Second objection handling technique	5
6. Used trial close	5
7. New information	(-5)
	(-5)

8. Out of order	
D. EXIT SCRIPT (5 %)	5
TOTAL * No labels or incorrectly labeled (minus 50% of credit for each category) 5=excellent; 4=good to fair; 3=ok; 2 to 0=much improvement needed. 10=excellent; 9=excellent; 8=good; 7=fair; 6=ok; 5 to 0=much improvement needed.	100 %



Helpful Resources for Papers/Projects

Here are links to helpful tools that will aid you in your papers and projects.

Citation

- [MLA](#)

Creating PowerPoints

- [PowerPoints](#)

Research

- [Oveta Culp Hobby Memorial Library](#)

Presentations Options

- [Prezi](#)

Central Texas College Tutoring for Writing

- [Writing Tutoring](#)

Free Trial

- [Microsoft Office 2010](#)