

Marketing I

Team Sales Presentations

Each student will work with a team of 4 other students in the development of a 7-15 minute group sales presentation. Students will be attempting to sell a product to a group of potential buyers (vs. one-on-one). The teacher and other classmates will evaluate the presentation. Teams will be required to submit to the teacher a six (6)-page report prior to their presentations.

The teacher and students will evaluate the presentations. In addition, the student(s) will be required to (1) critique themselves individually from the presentation and (2) submit to the instructor a six (6) page written report prior to presentation.

DUE DATES:

Written Report **Write Date HERE**

Individual Critique **Day after presentation**

Team Presentation Dates

Teams 1,2, 3 and 4 **Write Date HERE**

Teams 5, 6, 7 **Write Date HERE**

A. Team Presentations

1. Each student will work with a team of 4 other students
2. Each team will be responsible for conducting a 7-15 minute sales presentation to other class members. *NOTE: Presentations must remain within the time or will be severely penalized (refer to teacher evaluation form)*
3. An additional 5 minutes will be allowed for q/a (not included in 7-15 minute presentation)
4. Each team will (1) select a product approved by teacher; and (2) select a specific manufacturer for the product approved by the instructor. Needs to be exact product.
5. In addition to Presentation each group must use a minimum of three (3) unique selling aids during the presentation (i.e. demonstration; charts, overheads, Video etc.) If you aren't sure what options are out there and available, check the net!
6. Each group will be required to submit to the instructor a six (6) page report.

Page # Topic

Evaluation Form (Teacher Form) **must be filled out and stapled in front of six-page report**

Title Page: Include product and full names of team members.

1. A brief history of the company that you represent.
2. An overview of the marketing mix for your product. Be as complete as possible
3. A precise explanation of the target market(s) to whom you will be giving your presentation. Tell us who we are in the audience!
4. The specific objectives of your presentation.
5. An explanation of your product's strengths and weaknesses as compared to competition.
6. An explanation as to the follow-up with the customer/s after this presentation.

NOTE: Each area "1-6" must be in specific pages as designated above! If a section doesn't take up a full page, skip ahead and start the next section on a new page.

Each team member is expected to participate in the work and presentations. Each member will be evaluated by his/her peers upon completion of presentation. The teacher will grade the group and assign the grades to individuals based on the group grade + peer evaluations.

**Group Sales Presentation Evaluation Form
(Student Form)**

Group # _____ **Evaluated by** _____

Date _____

Product

Please circle how well the group conducted themselves in relation to the following ten (10) areas using the following scale

- 4 = Exceptional**
- 3 = Above Average**
- 2 = Average**
- 1 = Below Average**
- 0 = Very Poor**

<u>OVERALL GROUP EVALUATION</u>	<u>Letter Grades</u>				
1. Verbal Communication Skills	4	3	2	1	0
2. Nonverbal Communication Skills	4	3	2	1	0
3. Professional Visual Aids	4	3	2	1	0
4. Demonstration of Product	4	3	2	1	0
5. Clarity of Message	4	3	2	1	0
6. Continuity of Presentation	4	3	2	1	0
7. Creativity of Presentation	4	3	2	1	0
8. Motivation of Presentation	4	3	2	1	0
9. Ability to Answer Questions	4	3	2	1	0
10. Professionalism of Presentation	4	3	2	1	0
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<u>OVERALL GRADE</u> (in my opinion, the presentation was)	4	3	2	1	0

<u>INDIVIDUAL EVALUATION</u>					
(OUT OF 100%)					
1. _____	4	3	2	1	
2. _____	4	3	2	1	
3. _____	4	3	2	1	
4. _____	4	3	2	1	
5. _____	4	3	2	1	
6. _____	4	3	2	1	

**Group Sales Presentation Evaluation Form
(Instructor Form)**

Group # _____ **Evaluated by** _____

Date _____

Product _____

Please circle how well the group conducted themselves in relation to the following ten (10) areas using the following scale

- A = Exceptional**
- B = Above Average**
- C = Average**
- D = Below Average**
- F = Very Poor**

<u>OVERALL GROUP EVALUATION</u>	<u>Letter Grades</u>				
1. Introduction	4	3	2	1	0
2. Demonstration of product	4	3	2	1	0
3. Selling aids (visuals)	4	3	2	1	0
4. Explanation of product's features	4	3	2	1	0
5. Explanation of product's benefits	4	3	2	1	0
6. Communication skills – verbal and nonverbal	4	3	2	1	0
7. Accomplishing objectives	4	3	2	1	0
8. Communication skills – (ability to get message across to target market)	4	3	2	1	0
9. Ability to Answer Questions	4	3	2	1	0
10. Close	4	3	2	1	0

OVERALL GRADE (in my opinion, the presentation was) 4 3 2 1 0

TO BE FILLED OUT BY INSTRUCTOR

Penalty points For each minute under or over you will **drop** (1) length of presentation = _____
 (2) written report (6 pgs.) = _____

Student Evaluation _____/4

Average Group Evaluation _____/4

Instructor Evaluation _____/4

Total Points _____/4

Marketing I
Team Sales Project
Final Sales Presentation Grade

Name: _____ Product: _____ Hour: _____

✓ **Paper** _____/4

✓ **Presentation** _____/4

✓ **Individual** _____/4

✓ **Extras** _____/4

=TOTAL POINTS _____/4

COMMENTS: