

Retail Selling

CHECK IN: 8:30 am CONTEST BEGINS: 9:00 am

CLASS:

Retail Selling

ELIGIBILITY:

Open to all students enrolled in a related class. Refer to the General Information and Rules page.

SCOPE OF CONTEST:

1. The contestant will demonstrate knowledge, skills, and techniques in a selling situation. The contestant will have 15 minutes to become familiar with the merchandise/service to which he/she is assigned. The sale should be completed in 5 minutes.
2. Competencies to be evaluated include:
 - Know various customer approaches used to open a sale
 - Treat customer with courtesy even when they do not buy, hoping they will return in the near future
 - Service customers in manner/style that management requires
 - Know that suggestion sales techniques serve the customer and increase volume and profits
 - Question, observe, and listen in order to complete a successful sale
 - Know the selling features of products and/or services
 - Relate merchandise benefits to the customer's needs
 - Demonstrate merchandise to create interest and desire in customer's needs
 - Determine when and how to close a sale

EQUIPMENT AND MATERIALS:

- To be supplied by contest chairperson
- An area for the contest
 - All testing and judging materials
 - Clipboards and pencils

TIME:

Roll will be taken at 9 a.m. Contestants will be scheduled throughout the morning program.

Retail Selling *(continued)*

SCORECARD:

Contestant will be judged on:

How effectively did the contestant:

Approach the customer	10%
Question, observe and listen to customer's need	10%

Present merchandise to customer by:

Describe selling features of the product	10%
Relate benefits of product	10%
Demonstrate to create interest	10%
Show strong interest in product	10%
Handle objections in appropriate manner	10%

Close the sale by using appropriate:

Clues or moments in the sale	5%
Methods of close	5%

Suggest additional items by:

Emphasizing importance to customer	5%
Accessories/related items/larger quantities	5%
Treat customer with courtesy	5%
Enhance customer loyalty through service	5%

Total Possible	100%
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TIE BREAKER:

In the event of an overall tie, the judges will re-rank the winners by dropping the highest and lowest scores.