

# Retail Selling

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Granite Hills High School

**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)*

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## SCORECARD:

Contestant will be judged on:

<b>How effectively did the contestant:</b>	
Approach the customer	10%
Question, observe and listen to customer's need	10%
<b>Present merchandise to customer by:</b>	
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%
<b>Close the sale by using appropriate:</b>	
Clues or moments in the sale	5%
Methods of close	5%
<b>Suggest additional items by:</b>	
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%

## TIE BREAKER:

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