

Name: _____

The Art of Sales

Directions:

Working as a team, create a formal sales presentation to present in class. Your group will be assigned a Bayer product and given a scenario of a client. Using the slide provided for you with information about your Bayer product as well as your own research, create a formal sales presentation using The Six Steps of the Sales Process. The client scenario may not answer all the questions directly, but your group should treat the client as a match for your product. You may do additional research on what types of clients would use your product to fill in holes. Use the guided worksheet below to get started. Then, create a presentation based on instructions from your teacher (slides, posters, etc.).

The Six Steps of the Sales Process

Name of Product:

1. Prospecting

Describe your client:

Where is your client located?

What is your client growing/producing?

2. Qualifying Prospects

Budget: Can your client afford your product?

Authority: Is this person the person in charge of making buying decisions?

Need: Does your client have a real need for your product? How?

Timing: When does the client need the solution to their problem?

3. Researching Prospects

What are your client's objectives?

What are your client's values?

What are your client's challenges?

What are your client's needs?

Aligned to the following standards: CS.01; CS.02; CS.05; FFA.PL-A; FFA.PL-B; FFA.PL-F; FFA.PG-H; FFA.PG-I; FFA.PG-J; FFA.CS-M; FFA.CS-N; FFA.CS-P; AG1; AG2; AG5; AGC09.02; CS.01; CS.05; CS.06; CCSS.RI.9-10.1; CCSS.RI.9-10.8; CCSS.W.9-10.1; CCSS.W.9-10.4; CCSS.W.9-10.7; CCSS.W.9-10.8; CCSS.W.9-12.9; CCSS.SL.9-10.1; CCSS.SL.9-10.2; CCSS.SL.9-10.4; CCSS.SL.9-10.5; CCSS.SL.9-10.6; CRP.01; CRP.04; CRP.06; CRP.07; CRP.08; CRP.12

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4. Product Presentation

List three advantages of your product that can help your client's specific needs.

- 1.
- 2.
- 3.

What two unique things about your product will you share?

- 1.
- 2.

What is one feature about your product that you think will help "seal the deal"?

What will each person in your group contribute to the presentation?

5. Handling Objections

Identify three objections or concerns that your client might have with this product.

- 1.
- 2.
- 3.

Identify two questions your client could ask about your product.

- 1.
- 2.

6. The Close

While taking your client's feelings and needs into consideration, how will you close the presentation?

Do you feel you have enough information about your product and client to make a sale? Explain.

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Use this space to make additional notes for your presentation before creating slides or posters (if applicable).

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Sales Presentation Rubric

Area	7-10 points	4-6 points	0-3 points	Points Earned
Prospecting	The group has a clear understanding of who their client is, where they are located and what they are growing/producing.	The group has a slight understanding of who their client is, where they are located and what they are growing/producing.	The group has no understanding of who their client is, where they are located and what they are growing/producing.	
Qualifying Prospects	The presentation clearly explains the BANT details of the client.	The presentation slightly explains the BANT details of the client.	The presentation does not explain the BANT details of the client.	
Researching Prospects	The presentation clearly identifies the client's objectives, values, challenges and needs.	The presentation slightly identifies the client's objectives, values, challenges and needs.	The presentation does not identify the client's objectives, values, challenges and needs.	
Product Presentation	The group delivered a presentation that clearly demonstrates how the product will meet the client's needs and highlights unique qualities of the product.	The group delivered a presentation that slightly demonstrates how the product will meet the client's needs and highlights unique qualities of the product.	The group delivered a presentation that does not demonstrate how the product will meet the client's needs and highlight unique qualities of the product.	
Handling Objectives	At least two objections are shared during the presentation and includes an explanation of how the product will overcome those objections.	Only one objection is shared during the presentation and includes an explanation of how the product will overcome that objection.	No objections are shared during the presentation.	
The Close	The group has created a presentation that will be very successful in selling their product to the client.	The group has created a presentation that will be somewhat successful in selling their product to the client.	The group has created a presentation that will not be successful in selling their product to the client.	
Group Effort	All group members had a part in the presentation.	At least half of the group members had a part in the presentation.	Only one group member had a part in the presentation.	

Total Points Earned: _____/70

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Reflection

After all presentations are completed, answer the reflection questions below.

Identify three skills you already have that are needed to be a sales representative.

1.	2.	3.
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List two ways you could prepare for a career as a sales representative.

1.	2.
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Name one thing you learned about sales representatives that could be applied to another career.

1.
