

## MKTG 3600 – Professional Selling

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# Speed Selling Assignment Description

### **PURPOSE:**

This assignment has dual purposes: (1) Students should gain practice using the techniques of effective presenting as outlined in Chapter 9. (2) Students should craft and practice delivering a personal sales pitch, which will be good for your job search, plus gives you practice making short, interest generating sales pitches, which is always a good skill to have as a salesperson.

### **TASK:**

Students will execute a two minute presentation for three separate judges, one of which will be Dr. Eckert. The presentation for Dr. Eckert will be captured on video and each student will receive their video file on a USB plug-in that Dr. Eckert provides. The follow-up assignment will be the review of the video (see the separate assignment description for that).

### **SCENARIO:**

You are interviewing for a basic B2B sales job. You are meeting with the interview team for that job. The company has asked you to (a) give a 2 minute pitch as to why he would want to hire you, and then take 1 minute to ask follow-up questions. The original job description mentioned that this company was looking for “the best people who have the desire and skills to succeed in sales” – but did not mention anything more specific than that. You also know that there is another round of group interviews after this in Chicago. You would like to earn a spot in that group interview.

### **LOGISTICS:**

Each student will sign-up for a 15 minute slot – see syllabus for time ranges. I will circulate a sign-up form via office hours and in class. The time will be tight, so each student should follow the guidelines below.

- Arrive ready to go to room 1150 Schneider Hall – wait in 1150's lobby
- You will be invited into the office, the clock will start as you enter (2 minute clock)
- Introduce yourself, shake and ask permission to begin (10 seconds)
- Give personal sales pitch (90-100 seconds)
- Do summary and close (10-20 seconds)
- Expect questions for the next 1 minute
- Change rooms and do this again (three times total)
- One session will be with Dr. Eckert, and will be captured on video

## **Logistical Notes:**

- ✓ **USB Memory Device**: I will supply the USB (flash drive) device – it then becomes yours for the semester and must be used for the other role-plays in the course.
- ✓ **Time**: The 2 minutes is a hard 2 minutes. A watch will be set and will beep at 2:00 indicating you are done. If you finish before 2:00 the interviewer will role directly into questions. Questions will end at 3:00. Personal Pitches that are shorter than 1:00 will receive poor grades, so you should strive to use as much of the 2:00 as possible.
- ✓ **Involvement**: Until the question portion of the interaction, the Interviewer will not speak (besides the occasional acknowledgement that you are speaking) unless invited to do so. If invited this person will respond naturally. Thus, while I am not discouraging you from getting the interviewer involved, I am warning you to factor in the uncertainty of this into your plan.

## **GRADING STANDARDS:**

The following elements will be factored into the overall grade.

1. **On-Time**: Students who are late arriving, or get cut off significantly before they are finished (based on the 2 minute window) will lose points directly for their poor time management skills.
2. **Effective Presentations**: Is your presentation well organized, easy to follow, well supported and ultimately convincing? I will pay special attention to your ability to avoid “false presenting”. The evaluation of your presentation will be the greatest single element in your grade. One way to think of this element is to ask whether I would want to hire you based on how well you just sold yourself.
3. **Strong Communication Elements**: Do you effectively deliver your presentation with the appropriate use of your voice (e.g. tone, volume, pace), your engagement (e.g. eye contact, facial expressions), your body (e.g. gestures, posture) and your choice of words (e.g. avoiding fillers, using straightforward and professional wording). These elements are the same ones we work on in Spotlighting.

**If you have any questions concerning this assignment please contact me**