Prepared Presentation Only Events with Equipment

Introduction to Business Presentation (9th and 10th grades only)
Sales Presentation

Eligibility

Introduction to Business Presentation: Each chapter may enter 1 entry created by an individual or by a team of 2 or 3 members who are members of an active local chapter. Participants must be on record in the FBLA-PBL national office as having paid dues by October 31 of the current school year. No more than 1 team member may have competed in this event at a prior National Leadership Conference or have competed more than 2 years at the national level in this event.

Sales Presentation: Each chapter may enter 1 individual who is a member of an active local chapter. Participants must be on record in the FBLA-PBL national office as having paid dues by October 31 of the current school year. Participants must not have entered this event at a previous National Leadership Conference.

Only those participants who have advanced from their respective Region Leadership Conference are eligible to compete in this event at the State Leadership Conference. No substitutions will be allowed.

Competitors in this event must be in the complete Georgia FBLA Official Dress. If any team member is not in complete compliance with the Georgia FBLA official dress, each judge will deduct 20 points.

Overview

This event consists of a presentation given at the respective conference.

Each team or individual presentation must be the result of its own independent work. Facts and working data may be secured from any source. The student members, not the advisers, must prepare presentations and speeches. In the event of a team entry, all members of the team must participate in the advance research of the topic and in the actual presentation. The participants must answer judges’ questions about their presentation (SLC final round only).

The chapter must provide all equipment for the presentation. Internet access will NOT be provided; therefore, online presentation services (e.g., Prezi) should not be used. Individuals or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter, including the adviser, may not provide assistance.

Visual aids and samples may be used in the presentation; however, no items may be left with the judges or audience.

No lectern or microphone will be available.

Copyright and Fair Use Information. It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the Format Guide for more information.

Performance Guidelines

Region Leadership Conference
Region Qualifying Presentation

- All competitors in this event must report for Event Orientation 30 minutes before the scheduled event session. Competitors not attending Event Orientation may be disqualified and not allowed to compete.
- 5 minutes will be allowed to set up and remove equipment or presentation items.
- The individual/team has 7 minutes to deliver the presentation.
- A timekeeper will stand at 6 minutes and again at 7 minutes.
- Sales Presentation only: The judges may ask questions during the 7 minute presentation. There is not a separate question & answer session.
- The region qualifying performance is open to conference attendees, except performing participants of this event.

State Leadership Conference Preliminary Round

- Participants will be randomly divided into groups, depending on the number of entries.
- All competitors in this event must report for Event Orientation 30 minutes before the scheduled event session. Competitors will only be excused if they are competing in another performance event during the same session. Competitors not attending Event Orientation may be disqualified and not allowed to compete.
- 5 minutes will be allowed to set up and remove equipment or presentation items.
- The individual/team has 7 minutes to deliver the presentation.
- A timekeeper will stand at 6 minutes and again at 7 minutes.
- Sales Presentation only: The judges may ask questions during the 7 minute presentation. There is not a separate question & answer session.
- The top 4 entries from each group will be selected for the final round.
- The preliminary performance is open to conference attendees, except performing participants of this event.

State Leadership Conference Final Round

- All competitors in final round of this event must report for Event Orientation 30 minutes before the scheduled event session. Competitors will only be excused if they are competing in another performance event during the same session. Competitors not attending Event Orientation may be disqualified and not allowed to compete.
- 5 minutes will be allowed to set up and remove equipment or presentation items.
- The individual/team has 7 minutes to deliver the presentation. A timekeeper will stand at 6 minutes and again at 7 minutes.
- Introduction to Business Presentation only: A maximum of 3 additional minutes will be allowed for questions from the judges.
- Sales Presentation only: The judges may ask questions during the 7 minute presentation. There is not a separate question & answer session.
- The final performance is open to conference attendees, except performing finalist participants of this event.

Judging

A panel of judges will evaluate the performances of these finalists and select winners. The performance score will represent 100% of the final score for each round.

Awards

The number of awards presented at the Region and State Leadership Conferences is determined by the judges and/or number of entries.

Region Leadership Conference: The maximum number of awards will be 5. The top 1 team from each Region Leadership Conference will advance to the State Leadership Conference. Additional teams from larger regions (based on number of teams registered as of January 1) may also be eligible to advance to the State Leadership Conference.

State Leadership Conference: The maximum number of awards will be 10. A maximum of 4 entries will represent Georgia at the National Leadership Conference.
<table>
<thead>
<tr>
<th>Event</th>
<th>Type of Event</th>
<th>Equip Setup Time</th>
<th>Performance Time</th>
<th>Warning Time (Yellow Card)</th>
<th>Time Up (Red Card)</th>
<th>Penalty Over Time (5 points)</th>
<th>Q&amp;A (3 min.)</th>
<th>Q&amp;A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Business Presentation</td>
<td>Individual or Team (1-3)</td>
<td>5 min.</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>SLC Finals only</td>
<td></td>
</tr>
<tr>
<td>Sales Presentation</td>
<td>Individual</td>
<td>5 min.</td>
<td>7 min. (Interactive)</td>
<td>6 min.</td>
<td>7 min.</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>

### Introduction to Business Presentation
- **9th & 10th graders only**
- Rating Sheet: See p. 84

- Event is only open to members in the 9th and 10th grades.
- The participants must use a presentation software program as an aid in delivering the business presentation.
- All team members must actively participate in the presentation.
- When the presentation is finished, the timekeeper will record the time used, noting a deduction of 5 points for any presentation over 7 minutes.
- RLC: There is no question and answer component to the RLC qualifying presentation
- SLC Preliminary Round: There is no question and answer component to the preliminary round presentations.
- SLC Final Round: Following each presentation, judges will conduct a 3 minute question and answer period. Competitors should be prepared to defend their recommendations and respond to questions from the judges.
- If advancing to the State Leadership Conference, changes can be made to the materials and presentation following the Region Leadership Conference.

### Sales Presentation
- Rating Sheet: See p. 104

- Participation in this event will allow the individuals to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer. Participants will sell a product or concept to the judges of their choice.
- The individual shall provide the necessary materials and merchandise for the demonstration along with the product. All materials must be removed at the end of the performance.
- Each person’s demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- The individual has 7 minutes to present to a panel of judges and sell the product or concept.
- This is an interactive event and judges may ask questions during the presentation.
- There is no separate question and answer period during any round.
## Sales Presentation

### Performance Rating Sheet

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Approach</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suitable opening statement or remark</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Direct customer’s attention to merchandise</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Product Presentation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Questions involved customer</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Analyze and determine customer needs</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Interest in customer as an individual</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Adequate knowledge of product features</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Creates interest and desire for product</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Benefits matched to customer needs</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Suggestion Selling</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suggestion selling used</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Handling Objections</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcomes and listens to all objections</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Closing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Takes advantage of customer reactions</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Handles and overcomes objections with respect</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Closes the sale</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>100 max.</td>
</tr>
</tbody>
</table>

### Dress Code Penalty
Deduct 20 points if competitor is not in Georgia FBLA Official Dress.

### Penalty
Deduct five (5) points for failure to follow guidelines.

### Final Score
/100 max.

Name(s): ________________________________

School: ___________________________ State: ___________________________

Judge’s Signature: ___________________________ Date: ___________________________

Judge’s Comments: ___________________________