

## **Sales Never Fails Competition Rules and Guidelines**

### Before the Event

1. All students who'd like to participate in the competition must register using the registration link.
2. Students will be given a copy of the judging criteria before the competition.
3. Students will be required to research their product/service and their audience then prepare a pitch or pitches that effectively convinces the judges to purchase the product.
4. Students should dress appropriately for a business presentation.
5. Students are expected to be prompt and timely.
6. By registering for the competition, students agree to allow the Professional Sales Program and the Thunderbird Sales Club the use of any video or photo taken of the event.
7. The order of student presentations will be determined by the event administrators and shared with the students prior to the event.
8. Students will receive the product/service topic chosen each year before the qualifier round, or when they register and receive their welcome email, with any additional instructions it may have, including instructions for each round.

### During the Event

9. When students are pitching, they should address the judges specifically as if they are the potential client they are trying to sell to.
10. Students will be timed for each portion of the competition. Students are allowed 5 minutes and a document upload for the qualifier round, 7 minutes for the first round, 5 minutes for the second round, and 5 minutes for the third round.
  - a. A timer will be provided so competitors and judges can see it, and/or a person timing will join them and give them warnings of when their time is up.
  - b. Students who go over the allotted time limits will be docked points and immediately be cut off.
11. Typically, no additional presentation aids will be given to students beyond a slideshow picture showing the product/service being sold, if applicable. However, students are permitted to bring their own paper or digital materials directed to the potential buyer if it will help them sell.
  - a. Depending on the product/service being sold, some years this may change and additional materials may be available to presenting students.
12. Students are welcome to ask for audience/judge feedback and participation during their pitch.
13. A 30 second to 1 minute transition period will be given between each presentation.
14. At the end of the competition, both judges and students will be given time to share their thoughts and feedback for student improvement.

15. Each round will have its own set of scores and scores will start over each round. Judges will provide scores for each student for each presentation
  - a. The student with the highest score in the final round will be declared the first place winner.
  - b. The student with the next highest score will be declared the second place winner.
16. Prizes will be awarded to the top three students, the winners, based on their scores from the competition.
  - a. Prizes are sponsored by various businesses from across the state.
  - b. Prizes range from value and can be physical products or cash prizes, \*although cash is preferred.
  - c. Businesses have the right to choose what kind of prize and the value of the prize they'd like to give.
    - i. The first business to choose a prize will set the standard for the other participating businesses in a given year

#### After the Event

17. After the competition, students may ask about their scores in person from the judges and can request their score sheets from SUU Professional Sales, but the information will not be automatically shared.
18. Students will be awarded their prize money after the competition. SUU will either send them a check in the mail, or the funds will be directly deposited into their bank accounts.
  - a. A completed W-9 form will be required from all competition winners.