



Turku Sales Competition 2019 Spring edition

Turku, Finland 3.-4.4.2019

Turku Sales Competition

- The competition is held twice a year: Spring and Autumn as part of the Sales Module
- The competition will be attended by sales engineer students from Turku University of Applied Sciences, exchange students and visitors
- In the autumn of 2018, the competition is part of the Sales and Purchasing Excellence Week -event
- Competition will be held in English
- In the competition, students practice their sales skills in a simulated sales situation
- **Turku Sales Competition 3.-4.4.2019 Turku**
- About 40 students are competing for best selling skills

Turku Sales Competition

- Competition is a role-playing game B-to-B in a sales situation
 - A multi-stage sales case is being prepared for the competition together with the main partner
 - The competing student acts as a sales representative in front of a living buyer
 - The sales performance is judged by predetermined judges using the evaluation criterias
 - Judges and buyers include representatives of companies, staff of the educational institutions and students
 - The sales situation lasts up to 20 minutes / seller
 - The first stages are a sales situation and the final is the sales negotiation

Turku Sales Competition

- Competitors competing in a same competition room compete with each other, different rooms can not be compared
- The areas to be assessed in the sales situation are
 - Starting the negotiation
 - Need identification
 - Presenting the solution
 - Handling of objections
 - Closing
 - Salesperson's interpersonal skills and expertise

Turku Sales Competition
Evaluation form for the qualifying round.
Competitors Name: _____
Grading: 1 - Very poor, 2 - Needs improvement, 3 - Satisfactory, 4 - Good, 5 - Very good

Salesperson's interpersonal skills and expertise (20%)

- Effectively gaining attention, building rapport, and showing expertise
- Professional introduction and explanation of the purpose of the meeting
- Effective verbal and nonverbal communication
- Social skills, intercultural communication
- Product and company knowledge
- Ability of the sales person to adapt to the buyer during the meeting

Needs identification (25%)

- Obtaining a clear understanding of the customer's situation in order to prepare a customized presentation
- Smooth transition into needs identification
- Effectively determining relevant facts about the company and buyer
- Effectively uncovering needs and problems of the buyer - pain point analysis of the buyer
- Identifying implications of the pain points
- Summarizing the key needs of the buyer and asking for permission to proceed with the presentation

Presentation (25%)

- Presenting matching your product's benefits to match the needs of the buyer
- Presenting the solution based on the buyer's needs (present benefits)
- Handling the buyer in the presentation
- Effective use of visual aids (following questions to determine where the buyer is in the decision process)

Closing (20%)

- Effectively summarizing the benefits and persuasively highlighting the key reasons to buy
- Asking for an appropriate commitment from the buyer
- Handling objections
- Summarizing the benefits and persuasively highlighting the key reasons to buy
- Asking for an appropriate commitment from the buyer
- Agreeing on the future course of action or making a follow-up appointment

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Turku University of Applied Sciences



Turku Sales competition

Qualifying rounds

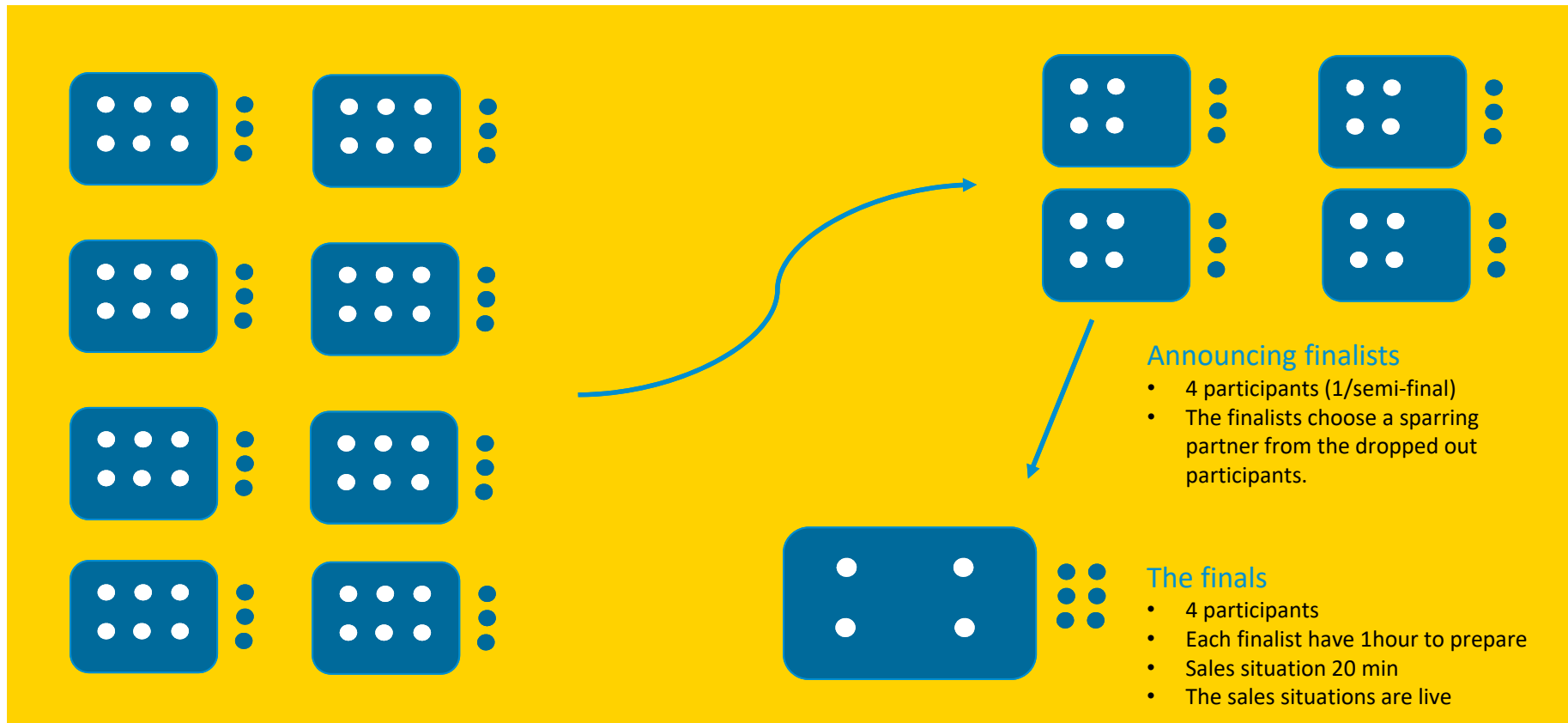
- 8 rooms
- 1 buyer/room
- 40-48 competitors
- 3 judges/room
- Sales situation 20 min/participant

Announcing semifinalists

- 16 participants (2/qualifying round)
- Announcement in the afternoon
- Semifinals on next day

Semi-Finals

- 4 rooms
- 1 buyer/room
- 16 competitors
- 3 judges/room
- Sales situation 20 min/participant



Main Partner 2018?

Benefits for the main partner:

- Unique opportunity to see how future sales persons use their innovative approach to sell main partner's product / service
- An opportunity to test your own sales concept or product
- The Sales case is written with the main partner according to their needs
- Recruiting prospective sales professionals
- Creating an employer image
- Visibility before competition and during the competition in social media, websites and event
- Ability to be involved in raising the value of the sales work at national level
- Marketing the company / solution / service to a large professional audience following the competition

Main partner's possible roles in competition:

- Places in the jury
- Buyer's role at different stages of the competition
- Visibility in the competition with logos, roll-ups and different medias
- Possibility to participate the evening Gala
- Possibility for Key note speech and prize-giving at the gala dinner

Partners 2019

Benefits to competition partners:

- Recruiting future sales persons
- Creating an interesting employer image
- An opportunity to see how trained sales students sell
- Visibility and common marketing in social and business media
- Positive influence on the appreciation towards professional sales work and profession

Partner's possible roles in competition:

- Judge positions in the qualifying rounds and final round of the competition
- Participating the gala dinner

Competitors 2019

Benefits for Universities:

- Development of sales competences of future sales professionals
- Ability follow and evaluate students innovative sales performance
- Making professional sales know-how visible in your institution
- Possibility for networking

Benefits for student:

- Learn selling competences in a simulating sales situation
- Pressure-tolerance and self-esteem develop

Interested?



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