

## ESI 2017 SALES PRESENTATION GUIDELINES

### Objective:

To convince the executives of a hypothetical manufacturing company to purchase the team's ATV design and put it to production at the rate of 4000 units per year. The teams are to assume that the judges are a mixed group of corporate executives who may have experience in marketing, production, finance as well as engineering.

### Time Breakup:

Set-Up Time	2 mins
Presentation Time	10 mins (Warning Bell to be sounded for teams after 8 mins)
Questioning by Judges	5-7 mins
Impromptu Scenario	5 mins(Warning Bell to be sounded for teams after 4 mins)
Impromptu Scenario Answering Time	2 mins
Feedback of Judges	3-5 mins
Pack-Up Time	2 mins
<b>Total</b>	<b>30 mins</b>

\*The impromptu scenario would be given by judges at the end of question-answers round.

### Points Breakup:

Each team presentation will be judged in five different categories and awarded from one to seven points (maximum score is thirty-five points). Final team score will be the average of the individual judge's scores. The judges will be evaluating teams' presentations based on the following points.

#### Presentation Content

**(7 points maximum)**

Sufficient, convincing facts are presented to sell the vehicle design; topics elaborate upon engineering, marketing, manufacturing, and cost principles.

- Prove sales worthiness of design.
- Cover topics thoroughly and to appropriate level of detail.
- Maintain audience interest.

### **Presentation Organization**

**(7 points maximum)**

Information is communicated in a logical, consistent order; structure guides audience through content at an appropriate pace.

- Prioritize topics.
- Manage time constraints.
- Transition topics smoothly.

### **Effectiveness of Supporting Materials:**

**(7 points maximum)**

Visual aids provide the audience with compelling supporting material; a variety of mediums are used to reinforce the main message.

- Contain easily visible fonts, colors, and pictures.
- Include clear, pertinent information.
- Integrate well with oral presentation.

### **Speaker Delivery**

**(7 points maximum)**

Presenters clearly and concisely convey information in a manner appropriate to audience; speakers communicate in a focused and persuasive way to drive action.

- Communicate clear message with impact.
- Use appropriate language and adapt to audience.
- Convey professional and confident presence.

### **Responses to Judges' Questions**

**(7 points maximum)**

Team members demonstrate thorough knowledge and understanding of factors associated with promoting their vehicle design: engineering, marketability, manufacturing, and cost.

- Demonstrate comprehension of questions.
- Deliver appropriate, concise responses.
- Ensure audience understanding.

**Impromptu Scenario\***

**(15 points maximum)**

In a real world scenario, sales executives are required to be excellent at crisis management, a firm sense of order and excellent problem solving skills i.e. they must be able to walk into a chaotic situation, quickly scan it and impose order.

**Method:** The team would be given a particular problem statement at the end of the Question Answer session. The problem statement would entail a small crisis scenario for which the teams would need to come up with a rough solution for in the span of 5 minutes and present solution to judges. Time for solution presentation will be max 2 mins.

Demonstrate teamwork in discussing the issue and coming to a solution.  
Deliver adequately detailed solution in the provided time constrain.  
Ability to present the solution in a professional and confident manner.

The team that makes the best presentation receives the highest score regardless of the quality of the finished vehicle.

Presentation	35 points
Impromptu Scenario	15 points
<b>Total</b>	<b>50 points</b>

**Scoring Bonus:**

The presentation judges may apply bonus to the top 3 teams **in the event of a tie**. The bonus can range from 0-5 points and is applied at the discretion of the sales judges.

**Sales Finals:**

The top 5 teams of the sales presentation will have to present again in front of everyone as a part of the sales finals. All team members of all teams are permitted to watch the sales finals.

**There will be no question-answer and impromptu scenario round for the sales finals.**