



Evaluation form for the qualifying round,  
Turku Sales Competition

Evaluation form for the qualifying round:

**Competitors Name:** \_\_\_\_\_



**Scoring:** 5 = Professionally 4 = Very good 3 = Good/Satisfactory 2 = Needs improvement 1 = vague/no evidence

**Salesperson's interpersonal skills and expertise (20%)**

*Effectively gaining attention, building rapport, and showing expertise*

- \_\_\_ Professional introduction and appearance and explanation of the purpose of the meeting
- \_\_\_ Effective verbal and nonverbal communication
- \_\_\_ Social skills, intercultural communication skills and the sales person's credibility
- \_\_\_ 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
- \_\_\_ Uncovering decision process of the 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%)**

*Persuasively matching your product's benefits to meet the needs of the buyer*

- \_\_\_ Presenting benefits instead of only features
- \_\_\_ Presenting the solution based on the buyer's needs (=present benefits)
- \_\_\_ Use of appropriated / professional visual aids
- \_\_\_ Involving the buyer in the presentation
- \_\_\_ Effective use of trial closes (follow-up questions to determine where the buyer is in the decision process)

**Closing (20%)**

*Eliminating concerns or questions to the customer's satisfaction and taking initiative to understand where you stand with the buyer now and in the future*

- \_\_\_ Handling objections
- \_\_\_ Summarizing the benefits and persuasively highlighting the key reasons to buy
- \_\_\_ Asking for an appropriate commitment from buyer
- \_\_\_ Agreeing on the future course of action e.g. making a follow up appointment

Please also answer these questions:	"I have sympathy for the participant"	Fully agree	<input type="radio"/>	Fully disagree					
	"I am confident about my judgment"	Fully agree	<input type="radio"/>	Fully disagree					



# Turku Sales Competition

## *Turku Sales Competition*

***FALL 2019***  
***Seller***

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**Disclaimer:** All prospect profiles are developed for educational purposes and to facilitate competition at Turku, Finland. While some organizations represented in the profiles resemble actual companies, the profiles and situations are purely fictitious and any comments or remarks made in this document or by participants during the competition do not reflect the views, opinions or facts.

# Round 1

## The Situation

After your graduation from your University, you have been hired as a sales representative person for Viestintäliiga. You are excited about this new challenge that will require you to interact with customers along the whole sales funnel, from lead generation to closing the deal.

Viestintäliiga serves all companies, but specializing to SME sized companies in the area of Social Media Advertising. Everyone in Viestintäliiga fulfill their strategy” All communication outside the company can be counted as marketing. Doing it right will save your time and make your company stand out.”

Viestintäliiga is a Finnish new age communications agency that helps its customers to make their voices heard. The company was born in early 2016 with only four partners and a dog. Currently Viestintäliiga has a team of 15 experts with a thriving passion to help any business’ make their communications better. Their office is located in the center of Turku, Finland

Viestintäliiga’s service offering is extensive. Just to mention few, we do business communication strategies and plans, content production, graphic designing and social media advertising. Viestintäliiga is guided by four key values: understanding, quality, youthfulness and courage.

You have been assigned to Social Media Advertising unit, dealing with 3M Advertising Pilot. In the Social Media Advertising, the most important channels are Facebook Feed, Instagram Feed and Audience Network, like other websites and mobile apps owned by Facebook. The 3M Advertising Pilot is a three-month pilot campaign that helps customers to get started and fine-tune your advertising to maximize the results.

The most leading prospect is called CleServ Oy, which is Finnish company providing cleaning services for both private and business customers. CleServ Oy is located next main market square in Turku, Finland. CleServ Oy currently has 38 employees and it is owned by Mrs. Jaana, who has worked in CleServ Oy 6 years as Managing Director and owner. The CleServ Oy has established a steady customer base in Turku Region.

## Your solution

Because you are new in your current position and have no experience in selling Social Media Advertising, your task will be to try to identify the business challenges of the prospect and to see how Viestintäliiga would add value, with a particular focus on of Social Media Advertising. Remember to provide enough details related to the Social Media Advertising Viestintäliiga will provide and how it will increase CleServ Oy business opportunities. You are not sure if Mrs. Jaana knows anything about Social Media Advertising. Quick check via internet revealed that CleServ Oy does have a web page, but only in Finnish. With the help of google translate you were able to find out that their core values are reliability, honesty, respect and high quality. CleServ Oy has several references, like Whitestone and TUAS.

You have prepared yourself to have a product presentation and to have a good sales interaction. One possibility to enhance the interaction, you have considered SPIN questions, which are Situational, Problem, Implementation and Need/pay off open questions you could ask from Mrs. Jaana. Also, you have considered what kind of objections Mrs. Jaana can give you and you have considered how to handle them. Since you are still developing your sales skills, you do not have clear idea related to the pricing. You think one Social Media Advertising campaign is around 1000 Euros (VAT 0), but you are a bit unsure what one campaign is. If you get a commitment from Mrs. Jaana to start cooperation, you will have follow-up meeting to further discuss the details.

## The Sales Call: Round 1

Based on your discussion with your Sales manager Iiro, you know that CleServ Oy is looking to expand their business to new cities in Finland, mainly Tampere and Helsinki and possibly to start sister companies in Sweden Stockholm region and Estonia, Tallinn Region. When expanding their geographical region, CleServ need to find more potential customers and also find new employees. Since CleServ Oy is not known in these market areas and therefore Social Media Advertising can be an excellent fit to solve these challenges and Viestintäliiga is looking forward in being the partner to deliver the solution.

You are now on your way to the meeting with Mrs Jaana. You have been doing your background research and found out based on her LinkedIn Profile that she graduated from TUAS and she enjoys walks in the nature and nature photography. She owns a dog, golden retriever and also enjoys cultural activities, especially opera. She has added her Thomas analysis as part of her LinkedIn profile and seem to be directive as her personality profile. She was born in Finland and is married.

This is your first sales meeting with Mrs. Jaan and your closing objective is to sell Viestintäliiga to CleServ Oy in such manner that further discussions can take place in the next sales meetings. You need to convince Mrs. Jaana about the benefits and value of Viestintäliiga and the solutions they provide. Good luck.



Judges, Buyers and Competitors : please send this signed copy to [anna-mari.saarinen@turkuamk.fi](mailto:anna-mari.saarinen@turkuamk.fi). or bring this signed copy to registration latest on your first competition day!

## Rules of the competition fall 2019 edition

### **General Information**

Turku Sales Competition is a sales competition, where competitors one by one, meet a buyer in a role-play setting and conduct maximum 20 minutes sales interaction, while their performance is evaluated by independent judges. 13<sup>th</sup> Turku Sales Competition will be held in Lemminkäisenkatu 30, Turku, Finland on 18.-19.11.2019. In the competition the winner of Turku Sales Competition will be selected. Sales skills of the competitors are assessed in a business-to-business environment – in a buyer-seller interaction by utilizing preset criteria. Dress code for the competition is business casual.

The competition takes place in three stages; qualifying rounds, semi-final rounds and the final. All finalists will be rewarded. The competition is open for students of Turku University of Applied Sciences and for selected visitors.

The profile of the client company will be published before the competition. The competition case for qualifying round is launched on November 4<sup>th</sup> and will be distributed to all universities at the same time digitally. Product training by the main cooperation partner will be arranged participants and it will be videotaped. The assessment criteria's will be distributed to all before the competition.

The competitors register for the competition day at the Sales lab B212 of Lemminkäisenkatu Campus. Registration is done individually. The receiving of this document is checked and latest at this time, this document is submitted. On November 18<sup>th</sup>, the registration starts at 11am and closes 11.30am. Latecomers and those who wish not to sign this document will not be registered nor be able to compete. The competition order is random and the competition order is not revealed beforehand.

After registration, competitors go to the green room B212, where they remain until their name is called. The use of cell phones and internet is not allowed. After this, the competitors are escorted to the competition room door. In each competition room there is a person role-playing as a buyer and he/she will open the door after competitor knocks on the door. From each room, best competitor(s) will continue to the next round. Buyers receive the seller case information and their own section, which will not be revealed to the competitors.

The competition rounds will take place in 8 or 4 simultaneous instalments, except for finals. One sales situation will last no longer than 20 minutes. The clock starts when a competitor enters the room. The competitor is responsible for following time. The competitor must be prepared for possible interruptions and a few surprises during the competition. The competitor's performance will be stopped after 20 minutes without prior warning.

Every competition situation is assessed by a jury of 3-8 members and the buyer. The evaluation is based on the assessment criteria of the competition. The jury will write their independent assessments of the performance into the evaluation sheet right after a sales situation. The scores are calculated and stored into the result service. The competitor leaves the room immediately after the performance and goes to the blue room. The competitor can leave without supervision to the blue room. No feedback is given by judges/buyer after performance.

If the competitors end up with equal points, the one with the highest points in need identification will pass to the next round. If the competitors still have equal points, the Competition Director will resolve the winner by making a draw.

### ***Qualifying rounds, Mon 18.11.2019***

Registration starts at 11.00 in room B212 and is open until 11.30. Competitors must stay in B212 until competition opening 11.45.

After the opening, the competitors will remain in the green room B212 in which they are not allowed to use mobile phones or the internet. Competitors may leave the room only under supervision. A competitor must be in the green room after the opening until his/her turn. The competition room and time will be announced at the green room for each round separately 5min before their performance.

The qualifying rounds are sales meetings and will be done in 8 simultaneous sessions. 2 best from each room will move forward to Semi-final stage.

Competition order is not revealed in beforehand. The results of Qualifying round 1 will be announced on 18.11.2019 at 17.00 at room B212. On 18<sup>th</sup> the Blue room is B171.

### ***Semi-Final Round, Tue 19.11.2019, 8-12am***

Registration starts at 8.00 at room B212 and lasts until 8.30. The opening of semifinals will happen 8.45.

After the opening, the competitors will be in the green room B212 in which they are not allowed to use mobile phones or the internet. Competitors may leave the room only under supervision. A competitor must be in the green room after the opening until his/her turn. The competition room and time will be announced at the green room for each round separately, 5min before their performance. The competition order is not revealed beforehand.

Semi-Final sales meetings are videotaped. The Blue room on 19<sup>th</sup> is B163.

The results of Semi-final round will be announced on 19.11.2019 at 12.15 at Auditorium A173. One competitor from each semi-final room will be passed to the final.

After the results are announced, the semi-finalists will choose a personal practice-opponent out of the non finalists. None of the competitors shall leave the competition area before the finalists have chosen their practice-opponents.

### ***Final Round, Tue 19.11.2019, 12-4pm***

The order of the final will be drawn at 12.15 in Auditorium A173.

The final performances will start at 13.30. The final arrangements are similar to the qualifying rounds. The profiles for the buyer and sales negotiation are new. The profile will be given to the competitors exactly 60 minutes to the beginning of the performance in the front of A173. This finalist and their practice-opponents are given a room in which they can prepare for the performance for 60 minutes. The final performances will be done in front of the audience in the auditorium.

The Final round sales negotiations happen in front of a live audience and will be videotaped. No feedback is given by judges/buyer after performance.

### ***Decision on the winners and Prize distribution***

The winner of Turku Sales Competition will be determined by judges scoring. The Competition Director for Turku Sales Competition is Timo Holopainen.

All competition finalists are rewarded. Prizes will be awarded in the evening gala, which takes place at 18.00 in Lemminkäisenkatu restaurant on the Final competition day.

Competitors do not have the right to appeal against the decisions of judges. Objective assessment of competitors is an aim of the competition. The Competition Director settles all disputes and monitors the objectivity throughout the competition.

### ***The actions during the Competition***

If a competitor is late for his/her competition time, he/she will be disqualified from the competition and the competition ends on his/her part. Infringement of competition rules leads to disqualification from the competition.

During the sales interaction, judges do not interfere with the sales interaction. One of the judges will be acting as leading judge for the room. He/She will be leading the activities in the room and interfere only if anything out of ordinary would occur. One of the judges will act as timekeeper. The timekeeper will announce when 20 minutes are up.

Every judge and buyer will have a new judging sheet for each competitor. After 1 or 2 rounds, the judging sheets are collected by the organizing team and submitted to score calculation.

### ***Conducted research for judges and buyers***

As part of the 13th Turku Sales Competition TUAS is conducting research, where anonymity of participants is secured via random assignment of ID's. Judges and buyers need to add to judging sheet randomly assigned ID numbers, do self assessment and participate to de-briefing after judging on Monday at B166, Tuesday morning at B168 and Tuesday afternoon at B312.

### ***Using the photographs and video recordings for marketing and social media***

Sales competition performance may be video recorded and photographs may be taken from participants during the sales competition.

The participants of Turku Sales Competition consents to photographing and videotaping and/or audio recording of him/herself during the competition. The participants understands that he/she will receive no compensation for his/her consent.

All competitors, judges and buyers understands that all material obtained from this can be used by the Turku University of Applied Sciences for education or marketing related purposes. The video recordings and photographs of performances may be used without prior notice.

Business partners may use the video recordings from performances for education related purposes. The competitor consents to the recordings becoming the property of Turku University of Applied Sciences.

I accept the rules above

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Date and place

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Signature and printed name of the participant



**Judges and buyers  
instructions**



# Turku Sales competition 18.-19.11.

## Qualifying rounds 18.11.

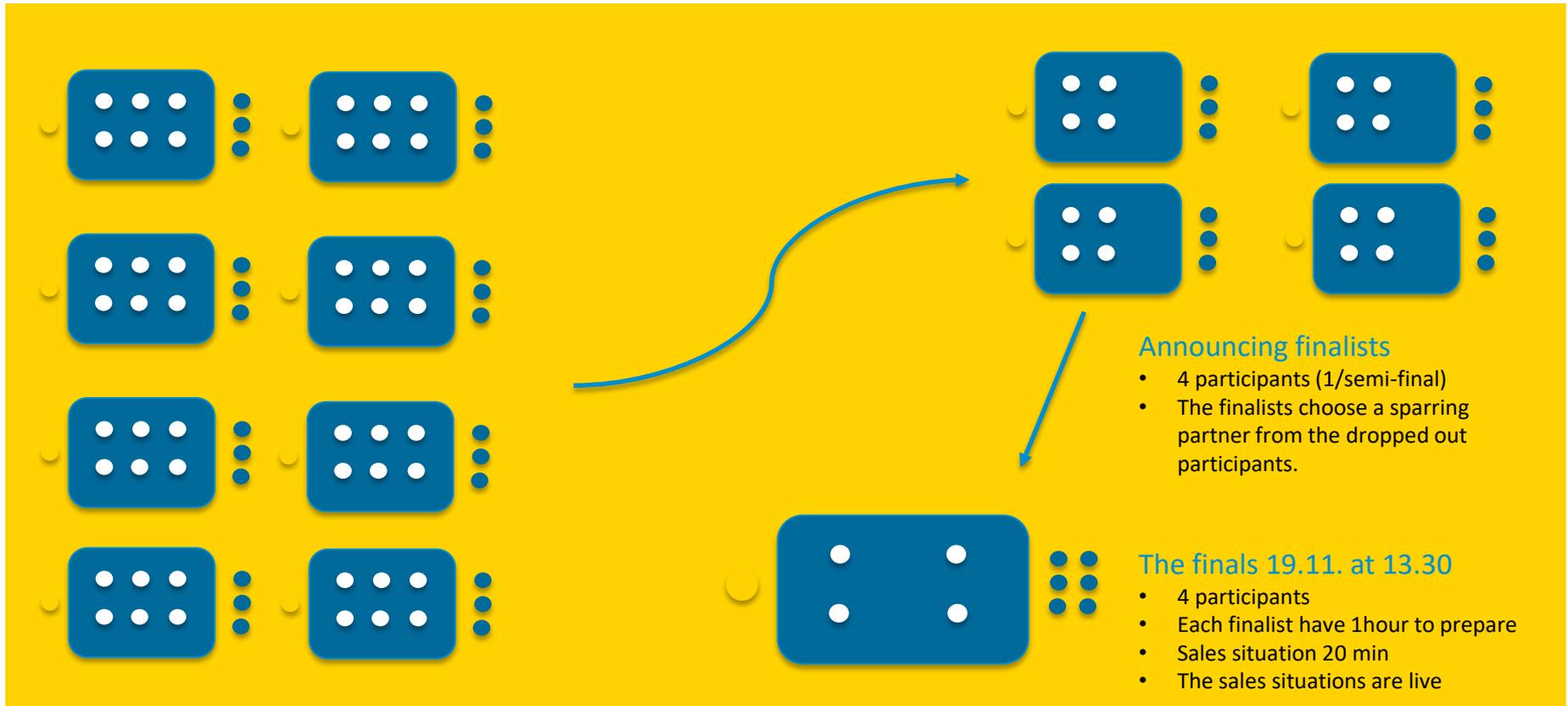
- 8 rooms
- 1 buyer/room
- 40-48 competitors
- min 3 judges/room
- Sales situation 20 min/participant

## Announcing semifinalists 18.11.

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

## Semi-Finals 19.11. morning

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



# **13th Turku Sales Competition at Lemminkäisenkatu 30 campus, Turku**

**TURKU AMK**  
TURKU UNIVERSITY OF  
APPLIED SCIENCES



**Turku Sales  
Competition**

**Monday November 18<sup>th</sup> at 11 am training for Judges and buyers for qualifying rounds takes place at B166. At 12 noon the qualifying round for TUAS exchange students and visitors takes place.**

**Tuesday November 19<sup>th</sup> the training for Semi-finals Judges and buyers takes place at 8 am at B168. The semifinals start at 9 am.**

**Tuesday November 19<sup>th</sup> 12.30 the training for Final judges and buyer take place at B163. The finals start 1.30 pm in A173 auditorium.**

# Competitors TSC Fall 2019



## Totally 34 competitors :

- 22 TUAS Exchange students
- 5 Students from Haaga-Helia UAS, Finland
- 3 Students from Savonia UAS, Finland
- 2 Students from Aschaffenburg, Germany
- 2 Students from Vienna, Austria

# 13th Turku Sales Competition

**Competition product and main cooperation partner**



**VIESTINTÄLIIGA**

# Cases

Students = salespersons have received a briefing of the meeting/case from the seller's perspective

Buyers have also received a briefing of the meeting/case from the customer's perspective 1 hour before competition

**Leading Judge**

**Judge**

**Time keeper**



**Judge's Table**

**In the same room 3-7  
judges and 1 buyer will  
be present whole time**

**1  
Buyer**



**Discussion  
Table**



**4-6  
salespersons  
will compete  
one at the time**

# Turku Sales Competition: Judges

- Both Judges and Buyers will be trained 1 h before competition
- Main attribute is to use same performance and scale throughout the session for all competitors. Fill all the sections
- Judges will have a preset form for assessment and buyers will have their own form
- Competition room serves as one unit and rooms will not be compared to each other
- Every competitor will be judged for their own sheet
- Scores will be calculated based on the individual scores
- Do not interact with the sales situation. After the situation is over, discussions are more than desired, also with the buyer
- After performance, no feedback given to competitors. They simply leave
- Only short time between competitors exists



# 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  
Turku Sales Competition  
Competitors Name: \_\_\_\_\_  
Score: 0 = Professionally 1 - Very good 2 - Good/Proficiency 3 - Needs improvement 4 - Below/below average

**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%)**

- Shows a clear understanding of the customer's situation in order to prepare a customized presentation
- Strengths resulting into needs identification
- Effectively determining relevant facts about the buyer - pain point analysis of the buyer
- Effectively uncovering needs and problems of the buyer - pain point analysis of the buyer
- Identifying implications of the buyer's needs (present benefits)
- Summarizing the key needs of the buyer and asking for permission to prepare a customized presentation

**Presentation (25%)**

- Persuasively matching your product's benefits to meet the needs of the buyer
- Presenting benefits instead of only features
- Presenting the solution based on the buyer's needs (present benefits)
- Use of appropriate, professional visual aids
- Involving the buyer in the presentation
- Effective use of social closure (following questions to determine where the buyer is in the decision process)

**Closing (20%)**

- Eliminate the concerns or questions to the customer's satisfaction and taking initiative to understand where you stand with the buyer now and in the future
- Handling objections
- Summarizing the benefits and persuasively highlighting the key reasons to buy
- Asking for an appropriate commitment from buyer
- Agreeing on the future course of action e.g. making a follow-up appointment

**TURKU AMK**  
Turku University of Applied Sciences

**#Sales Excellence Center**

# Judging

One sales situation will last no longer than 20 minutes.

The clock starts when a competitor enters the room of the competition room. The competitor must follow the time. The competitor's performance will be stopped after 20 minutes by the Time Keeper.

No Feedback is given for the competitor. Once time is up, the competitor can finish their sentence. After this, they leave

The jury will write their independent assessments of the performance into the evaluation form during or right after a sales situation.

The scores are calculated and stored into the result service.

# Turku Sales Competition: Buyers

**TURKU AMK**  
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APPLIED SCIENCES



- Both Judges and Buyers will be trained 1 hour before competition
- You will receive the same case as competitors and your own section
- Main attribute is to use same performance and scale throughout the session for all competitors
- Buyers will be giving their evaluation for each competitor by scaling: How likely you would to buy in the scale of 1 to 5
- Competition room serves as one unit and rooms will not be compared to each other
- Scores will be calculated based on the individual scores
- Buyer will open the door when the competitor knocks

# Turku Sales Competition: General

- Timo Holopainen serves as Competition Director
- List of competitors will be given just before the competition starts
- Forms used in assessment are attached to this briefing. Please familiarize yourself with it
- Forms for all competitors will be provided in the competition room
- Fill in one form for one competitor. Look for the name from the list and write it down
- Fill in to every form your number and assessment (Part of the research)
- Semifinals and finals will be videotaped. The equipment needs to be operated by judging team. If something goes wrong with videotaping, leave it be.
- Be on time for your training. If you come after the competition starts, you have no possibility to participate
- The evaluation sheets will be collected while the competition is ongoing. This is done to have the results ready on time

# Turku Sales Competition: Research

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- Dr. Timo Holopainen and Dr. Thomas Berger are conducting research related to judging
- Participation is voluntary and will advance Sales as Science
- Anonymity of judges' participating is secured via random assignment of ID's.
- All judges will not use a name but ID's that are randomly assigned and used on every judgment sheet. We have no information on your ID!
- The research aims to identify variables that could explain performance in the competition and will therefore also enhance the development of Sales Competitions
- De-briefing related to study after judging is arranged
- We aim at co-writing the study with other staff members.

# Contact for more information or in a case of emergency

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Timo Holopainen**

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**Practical arrangements**

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# Turku Sales Competition