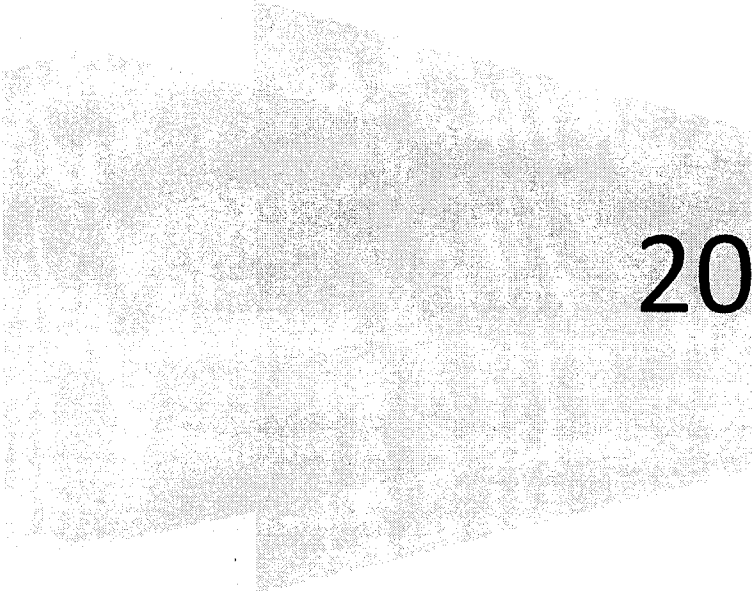


Monta Vista DECA

Guide to Marketing Representative and Professional Selling Events

ADC, FMP, SEPP, HTPS, and PSE

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2011-2012

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Overview of ADC, FMP, and SEPP

In Advertising Campaign (ADC), Fashion Merchandising Promotion Plan (FMP), and Sport and Entertainment Promotion Plan (SEPP), the last of which is new in the 2011-2012 school year, you will be creating a marketing plan to benefit a particular product, service, company, or business.

These events consist of a 100 question test, an 11 page written plan, and a 15 minute presentation followed by 5 minutes for questions. A team of up to three (3) may compete in these events.

The Written Plan

- The written plan is limited to a strict maximum of 11 pages double-spaced. It is recommended that you utilize all 11 pages. This limit excludes the title page and the Table of Contents.
- It must follow the formatting guidelines found on the DECA website (link in the [Resources](#) section) or incur penalty points. These guidelines are very specific. Before conferences, have an officer check your plan for penalty points, or check it yourself.
- It is the most detailed source of information you will be giving your judge; be sure to explain how each component of your plan helps achieve your well-defined objectives.
- The plan must be well-researched, realistic, precise, and neat.

The Presentation

- The presentation should range from 10-15 minutes, followed by 5 minutes of questions.
- It should cover all the components of your plan.
- Don't forget that each person needs to answer a question.
- Utilize visuals like PowerPoint presentations, but don't go overboard on transitions.
- Try to minimize the number of words per slide. Instead, work on differentiating yourself and your product.

The Test

- All three of these events will require the Marketing Cluster Exam. You should also take the past exams of any other events that now require the Marketing Cluster Exam, including events in the Team Decision Making and Individual Series categories.
- As always, you have 90 minutes to complete 100 questions. Be capable of completing the test in 60 minutes.
- A list of performance indicators that can be covered in test questions is available online (see [Resources](#)).
- The test is weighted as 1/3 of your score. The plan and presentation is weighted together as 2/3.

ADC Written Plan Structure

The ADC written plan consists of eleven different sections that come after the unnumbered title page and Table of Contents. All are required except the appendix. All sections must have clearly visible titles. Additional subsections are permitted if you really want to have them, but only **subsections**.

Generally you will have both a primary and secondary target market. Select them carefully to differentiate your plan.

A. Primary markets

The primary target market is the most likely to buy the product and will be the main focus of your promotional campaign.

B. Secondary markets

The secondary target market can be future members of your primary target market or simply people that are less likely to buy the product.

V. List of Advertising Media Selection Necessary for the Campaign

This section is where you have to write about how you are going to advertise your product, service, or company. Write about which media you will use: the internet, outdoor advertising, the television, magazines, etc. Make sure to explain why you chose each medium and how it will reach your target market. Be specific in your descriptions of each medium; don't say search engine advertisements, but instead say Google Ads about suits on searches for "barneys".

This is a long and important section of your written plan, one of the places where you can best distinguish yourself for being clever, and much of your research time will be spent here.

VI. Budget

The budget is another important component of your plan. You need to show the cost of your whole campaign. This should probably be done in a table. Your budget should be detailed, including a separate cost for each advertising media, promotional activity, and other planned activities. These costs should be accurate and well researched. You should round your estimates appropriately.

















VII. Schedules of All Advertising Planned

All of the advertising you have planned like billboards, television advertisements, and internet advertisements should have some sort of planned schedule. For example, you may want some advertisements running throughout the whole length of your campaign and want others for only half of your campaign. Make sure to explain the reasoning for the schedule of all your advertising. A table is also recommended here.

VIII. Schedules of All Sales Promotion Activities Planned

You also need to plan promotional activities for your campaign. Promotional activities can be many things; maybe you want to have a promotional contest held by the company you have chosen, or some kind of special event that your company will hold to promote themselves. These activities need to be scheduled as well. Make sure to explain your reasoning behind each event.

Promotions are distinguished from advertisements in the way that promotions tend to be short term offers and incentives, such as coupons and sweepstakes, that are inexpensive for the company compared to long-term advertising, which does most of the brand-building.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Raffle												
Sweepstakes												

An example of a Sales Promotion Activities table used last year in an ADC plan

IX. Statement of Benefits

In this section, you tell the company what they will gain from the advertising campaign you have created. You must mention how much increase they will have in their sales/revenue and even in their brand awareness. Don't forget to restate the goals and how they are met. Calculate the **ROI** (Return on Investment) for the campaign. Use this equation:

$$ROI = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

X. Bibliography

This section needs to be in MLA format. Make sure you cite all your sources including the company you have chosen. You can use www.noodlebib.com, www.easybib.com, or any other website that creates bibliographies for you. This section can be single spaced.

Note: You can reduce the font size in the bibliography to save space.

XI. Appendix

"An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc."

– National DECA website

FMP/SEPP Written Plan Structure

Both the FMP and SEPP written plans consists of nine different sections that come after the unnumbered title page and Table of Contents. All are required except the appendix. All sections must have clearly visible titles. Additional subsections are permitted if you really want to have them, but only **subsections**.

I. Executive Summary

See *corresponding* ADC section.

II. Description of the Store (FMP)/Company (SEPP)

FMP: This section is where you write about the store you have chosen. Describe what the store sells, who shops there, and other major characteristics. Also describe the store that is at the specific location you have chosen (example: describe the Forever 21 that is in Valley Fair). Analyze your store by doing a **SWOT** analysis (**S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats).

SEPP: Write about your sports or entertainment company, including its current products, target markets, and other subjects mentioned in the ADC description guidelines.

III. Objectives

See corresponding ADC section. Note the slightly different section name.

IV. Schedule of Events

You need to plan promotional events for your plan such as a fashion show or a contest involving potential customers. In this section, you need to write out your schedule for these events and explain the reasoning behind the schedule of the events. You must have events in all of the following categories:

- A. Special events (fashion shows, theme nights, giveaways)
- B. Advertising (paid advertising in magazines, online, etc.)
- C. Display (interior and exterior of stores)
- D. Publicity (sending press releases to the media)
- E. Other in-store activities (FMP only)

V. Responsibility Sheet

In this part, you have to write out what each employee in that store is responsible for. For example, you can say that the sales assistant has to pass out flyers while the clerk is a judge in an in-store contest.

Employee Position 1	Employee Position 2	Manager
Role 1	Role 1	Find fashion show models
Role 2	Food for fashion show	Role 2

This is an example Responsibility Sheet modified from an FMP plan by Meg Begur and Frances Wu.

VI. Budget

See corresponding ADC section.

VII. Statement of Benefits to the Retail Establishment (FMP)/Company (SEPP)

See corresponding ADC section.

VIII. Bibliography

See corresponding ADC section.

IX. Appendix

See corresponding ADC section.

Presentation Strategies for ADC, FMP, and SEPP

- The timing of the 10-15 minute presentation and 5 minutes of questions starts as soon as you begin approaching the judge.
- You will not have time to set up your PowerPoint, so have it ready, open and loaded, before you enter.
- Use a laptop for the ability to make last minute changes and appear professional.
- Use enthusiasm when speaking! This can make you and your plan stand out so you actually stand a chance of placing. Show you believe in your plan.
- Practice many, many times. Stuttering is the last thing you want to do. However, keep your words sounding natural and not memorized. This will help you look professional and appear to know what you're doing.
- Make your presentation slides fancy. Don't go overboard with crazy transitions, but use powerful SmartArt diagrams, and try to minimize the number of words so the judge won't focus on reading your slides instead of listening to you speak. If your presentation and plan both look professional, you will probably get more points.
- Give a firm handshake, and smile at your judge when you enter. Ask to be seated. It's important to maintain good eye contact and connect with them on a personal level.
- At the end, summarize your key points and ask for the sale. If you can remember your judges' names, use them.
- Confidence comes with great preparation.
- If you have more than one person on your team, make sure everyone speaks equally, and answers at least one question.
- Bring a hard copy backup of your presentation. Computers have been known to fail due to Murphy's Law.

Testing Strategies for ADC, FMP, and SEPP

- Take all of the Marketing Cluster exams available. Take all tests in any marketing-related event. Take tests multiple times. In the end, be able to consistently score above 90, preferably 95.
- Read and analyze each question very carefully. Eliminate ridiculous answers.
- Research the topics on the tests that you don't know.
- There's nothing wrong with guessing. Many questions have answers deducible with some logic.
- Remember that testing is the most objective part of the event. A person doesn't grade you.

Overview of HTPS and PSE

In the Professional Selling category, you will essentially be taking the role of someone trying to sell someone else a product or service. You will research the company and product you represent as well as the organization or individual you are selling the product too, and understand everything back to front. Events consist of the following:

- A 100 question test with 90 minutes to take it (shoot for 60) that has a weight of 1/3 on your overall score
- A 15 minute maximum sales presentation to convince the judge to buy your product, followed by 5 minutes of questions (20 minutes total) that is 2/3 of your overall score

Professional Selling Event (PSE)

For 2011–2012, you will assume the role of sales representative for a language-learning software company. The target customer is the vice president of sales for a pharmaceutical firm based in the United States. The pharmaceutical firm currently conducts business only within the United States, but plans on expanding its sales operations into Mexico, Canada, and Brazil. In order to effectively interact with clients in these countries, sales representatives must be able to effectively communicate in the native languages of these new markets. The vice president of sales wants to purchase language-learning programs to help the company sales representatives learn new languages. The vice president of sales is looking for language-learning programs that are easy to use, effective, engaging and cost-effective.

PSE requires the Marketing Cluster Exam.

Hospitality and Tourism Professional Selling Event (HTPS)

This event is new for the 2011-2012 school year.

For 2011–2012, you will assume the role of sales manager at a hotel. The target customer is a bride-to-be/groom-to-be selecting the site for his/her wedding. The customer must select a reception site, room block and the associated food and beverage services to accommodate the wedding party and the expected 150 guests. Specifically, the target customer would like to have:

- a room block for guests consisting of 10 rooms with king-sized beds and 10 rooms with two (2) double beds
- a buffet-style dinner reception
- a reception hall with enough space for dinner and entertainment
- peace of mind

HTPS requires the Hospitality and Tourism Cluster Exam.

The Professional Selling Presentation

- Look at the scoring sheet to know where the points focus on.
- Bring a hard copy backup (Murphy's Law-What can go wrong, will go wrong).
- You have 15 minutes to make your sales pitch.
- Smile and give a strong handshake. Stay enthusiastic to differentiate yourself.
- Introduce yourself and your company. Stay in character.
- Explain the target market of the product.
- Address all of the customer's concerns.
- Use SmartArt, a SWOT analysis, and a competitive matrix for your PowerPoint.

- Remember, there is a question and answer session at the end for 5 minutes.
- Always, always, ask for the sale at the end.
- Thank the judges for their time (and if possible by name).

The Professional Selling Test

- See the guidelines for the Marketing Representative Exams.
- Remember that the test for HTPS is the Hospitality and Tourism Cluster Exam, and not the Marketing Cluster. However, the same strategies still apply.
- Take tests from any other events in your cluster. Other events in the same cluster as HTPS include HTDM, TTDM, HLM, QSRM, and RFSM.

Professional Selling Tips

- Evaluate yourself. Are you knowledgeable about your product or service?
- Check the rubric so you know what you need to work on.
- Ask an officer to present to them, not the other way around.
- Practice! It will help you be confident and within the time limit.
- With judges, give each one attention. Grab their attentions and keep it with enthusiasm.

Resources

Books

- Marketing Essentials by Glencoe (on the MVDECA website in the Competitor's Corner)
- Any marketing or business textbook (ask Mr. Schmidt, or check the school library)

Websites

- National DECA Competitions Web Site with links to all event guidelines and sample exams: <http://www.deca.org/competitions/2/>
- Marketing Cluster Performance Indicators: http://www.deca.org/docs/conferences-competitions/DECA_Marketing_Cluster_Performance_Indicators.pdf
- Hospitality and Tourism Cluster Performance Indicators: http://www.deca.org/docs/conferences-competitions/DECA_Hospitality_And_Tourism_Cluster_Performance_Indicators.pdf
- Monta Vista DECA Website (competitive resources): <http://www.mvdeca.org/>

Exams

- Ask any officer for an exam.
- The National DECA website also has sample questions available.