

TASK DETAILS	
Title	PREPARING SALES PITCH AND SALES PERSON
Type	TEAM
Activity Stage	PROSES BISNIS
Department	MARKETING
Duration	1x SESSION, 2X LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	1. Sales Pitch Materials 2. List of Sales Personnel

INTRODUCTION

Trade fairs are strategic opportunities for virtual companies to meet directly with consumers and other companies within the Practice Enterprise network. At these events, each company must showcase its products effectively and communicate their value convincingly. The success of sales efforts depends greatly on booth presentation, the availability of comprehensive product information, and the ability of salespeople to communicate persuasively.

No	ACTIVITY
1	Studying the Salesmanship Rubric The Chief of Marketing and team members should review the salesmanship assessment rubric available on the VCI Portal. Discuss and identify key evaluation points in the rubric to understand what will be assessed.
2	Preparing the Sales Pitch Presentation Following the discussion, the Marketing team should create a concise Sales Pitch Presentation to be delivered to the facilitator, CEO, and COO. <ul style="list-style-type: none"> The Sales Pitch should include: <ul style="list-style-type: none"> Company profile Product/service name Key features and benefits Pricing and discount schemes (if applicable) Purchasing process and payment methods Unique selling points (USP) compared to competitors When delivering the presentation, follow the AIDA format: <ul style="list-style-type: none"> Attention: Capture interest with a unique opening or thought-provoking question. Interest: Build curiosity by highlighting product features and benefits. Desire: Spark desire with specific offers or advantages. Action: Motivate visitors to take immediate action (e.g., buy/order/scan QR).

3	<p>Role-Play & Consumer Simulation</p> <p>Form small groups to role-play interactions between salespeople and consumers. Each Marketing team member should practice delivering the prepared AIDA-based sales pitch. Which stimulate different types of consumer scenarios, such as:</p> <ul style="list-style-type: none"> ○ Curious buyers ○ Hesitant customers ○ Price comparison shoppers ○ Discount seekers <p>Prepare answers to common customer questions, such as:</p> <ul style="list-style-type: none"> • “What makes this product different from others?” • “Why should I buy now?” • “How can I be sure of the product’s quality?” • “Can it be delivered to my location?” • “Can I get a discount?”
4	<p>Evaluation and Feedback</p> <p>The facilitator and CEO will observe the role-play sessions and provide immediate feedback on performance. Use the official salesmanship evaluation rubric to assess communication skills, product knowledge, customer approach, and pitch delivery. Based on the evaluations, the CEO, facilitator, and Chief of Marketing will discuss and finalize the list of selected sales personnel for the trade fair.</p>

REFERENSI

AIDA Model for Sales – American Marketing Association (AMA)

HubSpot Sales Pitch Guide

Portal VCI: Rubrik Penilaian Salesmanship

Buku *“The Psychology of Selling”* – Brian Tracy

Video: *“How to Sell Anything in 30 Seconds – Entrepreneur”* (YouTube)

FORMAT TUGAS

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