2025-2026 Competitive Events Guidelines
Sales Presentation

Sales Presentation allows members to showcase their ability to effectively sell a product or service of their choice. Members deliver an interactive presentation that highlights their sales techniques, product knowledge, and ability to engage and persuade potential customers.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Interactive Presentation

Educational Alignments

Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism

Note: This event is an interactive presentation with judges.

District/Region/Section
Check with your District/Region/Section leadership for District/Region/Section-specific competition information and deadlines.

State
Check with your State Leader for state-specific competition information and deadlines.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](), [Honor Code](), [Code of Conduct](), and [Dress Code]().*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:
- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Identification at Check-in**: Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration
This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Interactive Presentation Details
Timing Structure
- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format
- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines
- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items
- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items
- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research
- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations
- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in their sales presentation/pitch

- The team may sell whichever product or service they choose.
- The team shall provide the necessary materials and merchandise for the sales pitch.
- The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
- This is an interactive event and judges may ask questions throughout the presentation.

Final Interactive Presentation Details

Timing Structure
- **Equipment Set-Up**: 3 minutes
- **Presentation**: 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A)**: 0 minutes
- **Note**: Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals
- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules
- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines
- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items
- Visual aids, samples, notes, and other physical materials related to the project may be used.
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Scoring
- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition
- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)
- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations
- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

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FBLA — Future Business Leaders of America

Sales Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presents appropriate greeting	No introduction was presented	The conversation began, but the customer (judge) had to start the presentation	The conversation was initiated by the competitor(s)	Competitor(s) show(s) creativity in their introduction and led to a seamless transition into needs determination	
	0 points	1-6 points	7-8 points	9-10 points	
Able to determine needs	No questions were utilized to determine needs	Competitor(s) ask questions, but specific needs are not determined	Competitor(s) use questions to determine the needs of the customer (judge)	Competitor(s) use questions to determine the need of the customer (judge) and relates the needs to the product or service	
	0 points	1-6 points	7-8 points	9-10 points	
Presenting the product or service	No product/service was presented	Competitor(s) was unable to create interest in the product/service or the features	Competitor(s) was able to create interest in the product/service through knowledge of its features	Competitor(s) was able to convert unnecessary item(s) (wants) into needed item(s) (needs)	
	0 points	1-6 points	7-8 points	9-10 points	
Able to overcome objections	Objections were not addressed or overcome	One objection was overcome	2-3 objections were overcome	All objections were overcome, and sale resulted	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates suggestion selling	No additional items were offered	Additional items were suggested, but did not relate to the product/service	Additional items were suggested that relate to the product/service	Additional items were suggested that relate to product/service and enhance the sale	
	0 points	1-6 points	7-8 points	9-10 points	
Able to close the sale	Sale was not suggested	Competitor(s) asks for the sale but not all objections were addressed	Competitor(s) asks for the sale and there is little apprehension in agreeing	Competitor(s) didn't have to ask for the sale, the presentation confirmed the customer's (judge's) intent to buy	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to develop relationship	No follow up was mentioned	Non-effective follow up was mentioned	Sale was finalized and interest in product/service was established	Relationship was established resulting in customer (judge) loyalty	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	

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Presentation Protocols			
Adherence to Competitive Events Guidelines	*Competitor(s) Did Not Follow Guidelines*	*Execution Aligned with Guidelines: (All criteria must be met)* ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers (preliminary round)* ✓ *Avoided use of food or live animals*	
	0 points	10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)			
Presentation Total (110 points)			

Name(s):	
School:	Section:
Judge Signature:	Date:

Comments: