



The Sixth Virtual Enterprise Virginia Trade Fair

Competition Information and Rubrics



March 19, 2009
Virginia Wesleyan College
1584 Wesleyan Drive
Norfolk, VA 23502

COMPETITION OVERVIEW

Virtual Enterprise Companies will have the opportunity to participate in various competitions offered in conjunction with the Virginia Trade Fair. Virtual Enterprise students will have the opportunity to display their projects, compete and interact with students from across the nation. The registration form for the competitive events is on the VE web site (the direct link to the registration form is: http://www.vevirginia.org/Event%20Registration%20Form%202012-21-07_pub_0001.pdf).

Please review the guidelines and rubrics for further details. **Please note that competitive event materials must be received (not postmarked) by February 19.** Below is a list of the competitions to be offered at the Trade Fair:

1. Best Booth – either Most Creative Booth OR Most Professional Booth
2. Best Salesmanship
3. Business Plan Update – five copies of the Business Plan Summary received by February 19
4. Case Study
5. Catalog Sales Presentation
6. Human Resources Employee Manual - five copies received by February 19
7. Human Resources Scenario Presentation – five copies of HR Manual received by February 19
8. Job Interview (VE Coordinators will be notified prior to the Trade Fair of the interviewees)
9. Printed Product Catalog – five copies received by February 19
10. Video Commercial – five copies received by February 19
11. Web Site Design – URL received via e-mail by February 19

Reminders

- All companies must register by February 1 for the Trade Fair and competitions.
- All companies will be entered into their requested competitions as space allows. Once an event is filled, a company will be put on a waiting list for that specific competition and notified. Event schedules will be sent via email to the VE coordinator prior to the Trade Fair.
- If a company decides to take their name out of a competition, please notify Rhonda Doak, Rhonda.doak@vbschools.com as soon as possible. This will allow those companies that may be on the waiting list to participate.
- If you have questions or concerns e-mail Rhonda Doak, Rhonda.doak@vbschools.com.

Competition Tips

- Dress professionally; company-themed apparel is permissible.
- Don't fidget. Practice presentations beforehand.
- Avoid putting your hands in your pockets or jingling change when presenting.
- Designate a lead speaker for your presentations. This will help in fielding any potential questions and avoid team members speaking over each other.
- All work submitted must be student-produced work.
- Make sure that cell phones or electronic devices are turned off.
- Presenters should not chew gum.
- Once a presentation has begun, please do not enter or leave the competition rooms.

BEST BOOTH MOST PROFESSIONAL OR MOST CREATIVE

Each Virtual Enterprise Company is asked to design and display a Trade Fair Booth at the Virginia Trade Fair. Each booth allows companies to highlight their products and/or services and to increase sales. Each company should decide whether they would like to compete in the *Most Professional* OR the *Most Creative* category. Below are the guidelines for the competition.

Guidelines

- Student-employees of each company will design and display a booth in order to increase sales of their products and/or services at the Trade Fair during the trading hours.
- All student-employees can participate in booth construction and display at the Trade Fair.
- All Trade Fair guidelines on height, width, and materials used must be followed. Failure to adhere to guidelines may cause booth disqualification from competition. Guidelines for the booths are located in the *Registration and Information* posted at: <http://www.vevirginia.org>.
- Scoring will follow the rubrics on the next two pages.
- The top five teams in each category will receive awards.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Best Booth – Most Professional		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Booth					
Required elements: <ul style="list-style-type: none"> • Company name • Logo • Product Information • Design features and booth components do not extend beyond the booth space into the aisle • Design features and booth components do not extend beyond the drape height at the back of the booth. 	0	1 – 7	8 – 14	14 – 20	
Presentation: <ul style="list-style-type: none"> • Professional in appearance • Attention-getting • Efficient use of Resources 	0	1 – 7	8 – 14	14 – 20	
Effective use of promotional materials, such as: <ul style="list-style-type: none"> • Catalogs • Flyers • Brochures • Sample merchandise 	0	1 – 7	8 – 14	14 - 20	
Professionalism					
Booth is accessible; employees are friendly	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance is exhibited by employees	0	1 – 5	6 – 10	11 – 15	
Visitors are enticed to visit	0	1 – 5	6 – 10	11 - 15	
Total Points					/ 100 max

Judge's Code _____

Date _____

Judge's Comments

Best Booth – Most Creative		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Booth					
Required elements: <ul style="list-style-type: none"> • Company name • Logo • Product Information • Design features and booth components do not extend beyond the booth space into the aisle • Design features and booth components do not extend beyond the drape height at the back of the booth. 	0	1 – 7	8 – 14	14 – 20	
Presentation: <ul style="list-style-type: none"> • Original and creative • Attention-getting because of its uniqueness 	0	1 – 7	8 – 14	14 – 20	
Creative use of promotional materials, such as: <ul style="list-style-type: none"> • Catalogs • Flyers • Brochures • Sample merchandise 	0	1 – 7	8 – 14	14 – 20	
Professionalism					
Booth is accessible	0	1 – 3	4 – 7	8 - 10	
Poise and professional appearance is exhibited by employees	0	1 – 5	6 – 10	11 - 15	
Visitors are enticed to visit	0	1 – 5	6 – 10	11 - 15	
Total Points					/ 100 max

Judge's Code _____

Date _____

Judge's Comments

BUSINESS PLAN UPDATE (UPDATE SUMMARY MUST BE RECEIVED BY FEBRUARY 19)

The business plan is the road map for a company. The Business Plan should be used to analyze if company projections are being met. If they are not, adjustments will need to be made. This competition encourages each company to evaluate its progress in meeting earlier goals set in the business plan. Below are the guidelines for this competition.

Guidelines

- Each company will use their original business plan as the basis of their update. Teams should present an analysis of original projections vs. realities and what solutions they have decided to implement as a result of their analysis. Some things to consider.... Did you meet your initial sales goals – why or why not? Did you have to make any mid-year corrections – if so, what corrections did you have to make? Did you secure Business contracts, if so what percentage of your gross salaries are they?
- The presentation team may consist of 1-3 student-employees.
- Each team must submit a Business Plan Update Summary by the deadline above. The Summary is limited to one page on 8.5 x 11-paper. The font size can be no smaller than 10 points. The summary may be one and a half- or double-spaced lines.
- Each team will be given seven (7) minutes to discuss their analysis. Two – three minutes for a judges' question and answer period will follow for a total time of ten minutes.
- Visual aides are permitted. A laptop computer will be provided. If electronic files are needed for the presentation they should be brought on flash drive or CD. They should be in Microsoft Office 2003 format (.ppt not .pptx).
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Reminders:

- All companies must register by February 1.
- Five copies of the Business Plan Update Summary must be **received** by February 19.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
Mail summary to:
Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

Business Plan Update		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Summary and Analysis					
Summary of original business plan projections vs. actual performance	0	1 – 5	6 – 10	11 – 15	
Results of the analysis of the data to make informed mid-year adjustments	0	1 – 5	6 – 10	11 – 15	
Quality of strategies presented	0	1 – 5	6 – 10	11 - 15	
Visual Presentation					
Organized in a logical manner	0	1 – 2	3 – 4	5	
Professional and/or original and creative appearance	0	1 – 2	3 – 4	5	
Visually appealing to the audience	0	1 – 2	3 – 4	5	
Copyright laws have been followed and permissions are cited.	0	1 – 2	3 – 4	5	
Judges' Questions					
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 - 10	
Accuracy and quality of answers	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

CASE STUDY PRESENTATION

Every business encounters issues that it must solve, whether it is an effective marketing campaign, the need to cut costs, or new product development. The ability to develop solutions and make an effective presentation will determine the success of the company. Below are the guidelines for the case study presentation.

Guidelines

- Each company will develop a solution for the case presented.
- The presentation team may consist of 1-5 student-employees.
- Each team will be given seven (7) minutes to present their solution(s) to the judges. Two – three minutes for a judges' question and answer period will follow the presentation for a total of 10 minutes.
- Visual aides are limited to 36" by 48" display boards.
- No electronic equipment is permitted.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Helpful Hints:

- Shake hands with the judges, smile and introduce yourself.
- Rehearse prior to arriving for the competition

Reminders:

- All companies must register by February 1.
- The case study will be sent to registered firms.
- Confirm your company's participation in this event upon arrival at the Trade Fair.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Case Study		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Case Solution					
Understanding of issue/topic	0	1 – 5	6 – 10	11 – 15	
Flow and logic of solution(s)	0	1 – 2	3 – 4	5	
Quality of strategies presented to solve the issue	0	1 – 5	6 – 10	11 – 15	
Visual Presentation					
Organized in a logical manner	0	1 – 2	3 – 4	5	
Professional and/or original and creative appearance	0	1 – 3	4 – 7	8 – 10	
Visually stimulating to the audience	0	1 – 2	3 – 4	5	
Copyright laws have been followed and permissions are cited.	0	1 – 3	4 – 7	8 - 10	
Judges' Questions					
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 - 10	
Accuracy and quality of answers	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

CATALOG SALES PRESENTATION

A successful company depends upon its sales force to sell its products and/or services. The Catalog Sales Presentation allows the Virtual Enterprise Company to utilize their professional salesmanship skills.

Guidelines

- Each company will use the employee-developed printed product catalog to sell their products and/or services.
- The presentation team may consist of 1-2 student-employees.
- Each team will be given seven (7) minutes to display and discuss their catalog in an attempt to make a sale to the judges. Three (3) minutes will be allowed to answer judges' questions and complete the order for a total time of ten (10) minutes.
- Judges will be given \$25,000 for the purpose of purchasing products/services from the presentation team.
- No visual aide other than the printed product catalog and order forms may be used.
- No electronic equipment may be used.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Helpful Hints:

- Shake hands with the judges, smile and introduce yourself (include your name and your position in the company and/or your involvement with the construction of the catalog).
- Stand two arms length from the judges' table – respect their personal space.
- Come with a prepared plan to make \$25,000 worth of sales.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Product Catalog Sales Presentation		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Salesmanship					
Greeting <ul style="list-style-type: none"> Salespersons introduced themselves Greeting was strong, personable, welcoming 	0	1 – 3	4 – 7	8 - 10	
Qualification of Customer <ul style="list-style-type: none"> Salespersons asked questions to determine customer's wants and needs. Questions were well stated and probing. 	0	1 – 7	8 – 14	14 – 20	
Presentation of Product <ul style="list-style-type: none"> Salesperson presented product/service based on information obtained in qualifying process. Outstanding product knowledge is evident. Catalog used effectively. 	0	1 – 7	8 – 14	14 - 20	
Overcome Objections <ul style="list-style-type: none"> Salesperson was able to overcome all customer objections. 	0	1 – 7	8 – 14	14 - 20	
Close the Sale <ul style="list-style-type: none"> Salesperson asked for the sale; it was completed using an order form. Order form was correctly completed. Payment procedures explained Sales receipt was provided 	0	1 – 5	6 – 10	11 - 15	
Professionalism					
Prepared to do business	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/ 100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

HUMAN RESOURCES EMPLOYEE MANUAL

(FIVE COPIES OF THE MANUAL MUST BE RECEIVED BY FEBRUARY 19)

As part of running a successful business each company is asked to create a Human Resources Employee Manual to address employee issues through the application of company policy. Below are the guidelines for this competition.

Guidelines

- Each company will develop a Human Resources Employee Manual for their virtual business.
- The manual is to be the work of the student-employees of the company.
- The manual must be received by the deadline indicated above.
- The manual will be evaluated according to the rubric on the next page.
- The manual should not exceed 30 pages, including the title page, table of contents, divider pages, and appendices. Front and back covers are **not** counted in the page limit.
- Each side of the paper providing information is counted as a page.
- Pages must be standard 8.5" by 11" paper.
- Pages must not be laminated or in sheet protectors.
- The report may be single- or double-spaced, font size minimum is 10 points.
- Valuable items should not be included with the report. Copies, rather than important original documents, should be sent.
- Scrapbooks and loose or bulky exhibits are not acceptable.
- The top five manuals will receive awards.

Reminders:

- All companies must register by February 1.
- All manuals must be **received** no later than February 19. Please mail manuals to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Human Resources Employee Manual		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Required Front Matter included: <ul style="list-style-type: none"> Table of Contents Opening – greeting, statement of purpose, introduction, etc. 	0	1 – 3	4 – 7	8 – 10	
Required Components: <ul style="list-style-type: none"> Employment Policies Standards of Conduct Compensation & Performance evaluations Work Schedule Required Government Policies (Equal Employment Opportunity, Fair Labor Standards, etc.) Other Benefits 	0	1 – 9	10 – 20	21 – 30	
Copyright laws have been followed and permissions are cited.	0	1 – 3	4 – 7	8 – 10	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 5	6 – 10	11 – 15	
Report guidelines followed: <ul style="list-style-type: none"> Maximum of 30 pages, including title page, table of contents, divider pages, and appendices Page size is 8.5 x 11 inches Pages not laminated or in sheet protectors 	0	1 – 3	4 – 7	8 – 10	
Creativity in the project presentation	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style.	0	1 – 5	6 – 10	11 – 15	
Total Points					/ 100 max
Penalty Points: Deduction typographical, spelling, or grammatical errors (up to 1 point for each).					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

HUMAN RESOURCES SCENARIO

(HUMAN RESOURCES MANUAL MUST BE RECEIVED BY FEBRUARY 19)

Each Virtual Enterprise Company that has created a Human Resources Employee Manual is eligible to participate in this competition. The presentation team will be able to address an employee issue through the use of company policy using their Human Resources Employee Manual. Below are the guidelines for this competition.

Guidelines

- Each company will use the employee-developed Human Resources Employee Manual to address the scenario.
- The presentation team may consist of 1-3 student-employees.
- Each team will be given seven (7) minutes to discuss the selected scenario with three (3) minutes for a judges' question and answer period to follow for a total time of 10 minutes.
- Five copies of the student-employee produced Human Resources Employee Manual must be **received** by the date indicated above.
- No visual aide other than the Human Resources Employee Manual can be used.
- No electronic equipment may be used.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Reminders:

- All companies must register by February 1.
- Possible scenarios will be sent to registered companies.
- Human Resources Employee Manuals must be **received** by February 19.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
Mail manuals to:
Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

Human Resources Scenario		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Scenario Solution					
Required Components Included: <ul style="list-style-type: none"> Human Resources Manuals provided for each judge Human Resources Manual is used as the basis for and referenced for solution(s) presented Involvement of employee and employer 	0	1 – 2	3 – 4	5	
Knowledge of Topic					
Understanding of issue/topic	0	1 – 7	8 – 14	14 – 20	
Flow and logic of response	0	1 – 5	6 – 10	11 – 15	
Quality of evidence	0	1 – 3	4 – 7	8 – 10	
Judges' Questions					
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Accuracy and quality of answers	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 3	4 - 7	8 – 10	
Poise and professional appearance	0	1 – 4	5 – 7	8 – 10	
Self-confidence and persuasiveness	0	1 – 3	4 – 7	8 - 10	
Total Points					/ 100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

JOB INTERVIEW
(FIVE COPIES OF THE COVER LETTER AND RESUME
MUST BE RECEIVED BY FEBRUARY 19)

This event is designed to stimulate interest and acquaint VE students with the employment procedures they will face when applying for a job. Each company may have one applicant apply for one of the posted jobs. (Job openings and particulars of the positions will be posted at www.vevirginia.org.)

Guidelines

- The applicant will submit a cover letter and resume for one of the posted positions by the deadline above. Each set of materials (cover letter and resume) should be submitted in a file folder labeled with the applicant's name and firm. The materials are to be the work of the student-employee who is the applicant.
- The application materials will be evaluated according to the rubric on the next page.
- The cover letter should not exceed one page. The resume should not exceed two pages.
- Pages must be standard 8.5" by 11" paper with the font no smaller than 10 points. Pages must not be laminated or in sheet protectors. There can be no attachments nor pictures included with the application materials.
- Selected candidates will be asked to complete a timed job application and participate in an interview at the Trade Fair. The number of candidates asked to complete an application and participate in an interview will depend on the numbers of applicants. The interview time will be 10 minutes.
- If for any reason you are notified that you are scheduled for the job application and interview but are unable to participate, please notify Rhonda Doak immediately.
- The top five applicants will receive awards.

Reminders:

- All companies must register by February 1.
- All materials must be **received** no later than February 19. Please mail materials to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Job Interview		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Professional Presentation					
Professional appearance (meets dress code requirements)	0	1 – 3	4 – 7	8 – 10	
Proper greeting, introduction, and closing	0	1 – 3	4 – 7	8 – 10	
Poise, maturity, and attitude	0	1 – 3	4 – 7	8 – 10	
Self-confidence, initiative and assertiveness	0	1 – 3	4 – 7	8 – 10	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1 – 3	4 – 7	8 – 10	
Illustrates adequate qualifications for the posting	0	1 – 7	8-14	15-20	
Posses career knowledge about the position	0	1 – 3	4 – 7	8 – 10	
Justifies career plans	0	1 – 3	4 – 7	8 – 10	
Application Materials					
Correct grammar, punctuation, spelling, and acceptable business style.	0	1 – 5	6 – 10	11 – 15	
Total Points					/ 100 max
Penalty Points: Deduct five (5) points for failure to fully follow the guidelines					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

PRINTED PRODUCT CATALOG (FIVE COPIES OF THE CATALOG MUST BE RECEIVED BY FEBRUARY 19)

Without products and/or services to sell, no company can survive. The ability to produce an attractive printed catalog is paramount to the success of many businesses. The company catalog is a comprehensive catalog which showcases every product and/or service that the company offers.

Guidelines

- Each company will develop printed product catalog for their virtual business.
- The catalog is to be the work of the student-employees of the company.
- The catalog must be received by the deadline indicated above.
- The catalog will be evaluated according to the rubric on the next page.
- Pages must be standard 8.5" by 11" paper.
- The top five catalogs will receive awards.

Reminders:

- All companies must register by February 1.
- All catalogs must be **received** no later than February 19. Please mail catalogs to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Printed Product Catalog		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Required Components Included: <ul style="list-style-type: none"> • Page numbers • Prices • Order form • Company logo • Contact information: address, e-mail, phone and fax numbers 	0	1 – 7	8 – 14	14 - 20	
Organization and Efficiency: <ul style="list-style-type: none"> • Product presentation is attractive and appropriate • Catalog is very organized and user-friendly • Order form is organized and easy to use 	0	1 – 7	8 – 14	14 - 20	
Presentation, Art and Aesthetics: <ul style="list-style-type: none"> • Construction is appropriate and professional • Complexity of design and use of graphics • Uniqueness • Space utilization is maximized without compromising aesthetics • Layout and design is appropriate for product line 	0	1 – 7	8 – 14	14 – 20	
Copyright laws have been followed and permissions are cited.	0	1 – 3	4 – 7	8 – 10	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 - 3	4 - 7	8 – 10	
Creativity in the project presentation	0	1 – 4	5 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style.	0	1 – 3	4 – 7	8 – 10	
Total Points					/ 100 max
Penalty Points: Deduction typographical, spelling, or grammatical errors (up to 1 point for each).					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

SALESMANSHIP AT BOOTH

Each Virtual Enterprise Company is asked to sell their products and/or services at the Virginia Trade Fair. Each company will have the opportunity to sell in a statewide competition during the Trade Fair. Below are the guidelines for the competition.

Guidelines

- Each company will sell their products and/or services at their booth during the Trade Fair during the trading hours.
- All student-employees can participate in sales at the Trade Fair.
- Emphasis is placed on product/service knowledge, professionalism, customer service and attitude.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Reminders:

- All companies must register by February 1.
- Confirm your participation in this event upon arrival at the Trade Fair.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Salesmanship at Booth		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Salesmanship					
Greeting <ul style="list-style-type: none"> Salespersons introduced themselves Greeting was strong, personable, welcoming 	0	1 – 3	4 – 7	8 - 10	
Qualification of Customer <ul style="list-style-type: none"> Salespersons asked questions to determine customer’s wants and needs. Questions were well stated and probing. 	0	1 – 7	8 – 14	14 – 20	
Presentation of Product <ul style="list-style-type: none"> Salesperson presented product/service based on information obtained in qualifying process. Outstanding product knowledge is evident. Catalog used effectively. 	0	1 – 7	8 – 14	14 - 20	
Overcome Objections <ul style="list-style-type: none"> Salesperson was able to overcome all customer objections. 	0	1 – 7	8 – 14	14 - 20	
Close the Sale <ul style="list-style-type: none"> Salesperson asked for the sale; it was completed using an order form. Order form was correctly completed. Payment procedures explained Sales receipt was provided 	0	1 – 5	6 – 10	11 - 15	
Professionalism					
Prepared to do business	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/ 100 max
Final Score					/100 max

Judge’s Code _____ Date _____

Judge’s Comments

VIDEO COMMERCIAL (FIVE COPIES MUST BE RECEIVED BY FEBRUARY 19)

Advertising and marketing is the medium used to generate sales and sales is the revenue of all businesses. Many successful businesses create commercials as part of their marketing and advertising strategies.

Guidelines

- Each participating company will develop a commercial that is produced by the company's student-employees.
- The commercial can be no less than 30 seconds and no longer than one minute.
- Commercials may be submitted on CD or DVD which must be labeled with the firm name and school name. **(Please be sure that EACH CD/DVD is labeled with the firm and school names.)**
- The commercial must be received by the deadline indicated above.
- The commercial will be evaluated following the rubric on the next page.
- The top five commercials will receive awards.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
- The commercial must be **received** no later than February 19. Please mail submissions to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

Video Commercial		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Elements included in commercial are suitable, appropriate, and directed towards a specific audience.	0	1 – 7	8 – 14	15 – 20	
Copyright laws have been followed and permissions are cited.	0	1 – 7	8 – 14	15 - 20	
Presentation is clear and concise and achieves its purpose (i.e., public awareness, sell products/services, etc.).	0	1 – 7	8 – 14	15 – 20	
Effective use of technology is demonstrated.	0	1 – 7	8 – 14	15 – 20	
Proper use of grammar, spelling, punctuation, etc. is applied.	0	1 – 3	4 – 7	8 - 10	
Presentation					
Commercial includes an effective opening, body, and conclusion.	0	1 – 7	8 – 14	15 – 20	
Transitions are effective and appealing.	0	1 – 5	6 – 10	11 – 15	
Audio and visual elements are coordinated and complimentary.	0	1 – 5	6 – 10	11 – 15	
Audio editing <ul style="list-style-type: none"> • Good quality • Appropriate volume 	0	1 – 5	6 – 10	11 – 15	
Proper use of video technology <ul style="list-style-type: none"> • Video uses multiple camera angles. • Video is smooth and steady. • Video is in focus. 	0	1 – 5	6 – 10	11 – 15	
Titles and graphics enhance overall quality or presentation.	0	1 – 5	6 – 10	11 – 15	
Commercial is effective at motivating audience to action.	0	1 – 5	6 – 10	11 – 15	
Total Points					/200 max
Time Penalty: Deduct two (2) points for commercial less than 30 seconds or over 1 minute.					
Final Score					/200 max

Judge's Code _____ Date _____

Judge's Comments

WEB SITE DESIGN (URL MUST BE RECEIVED VIA E-MAIL BY FEBRUARY 19)

Much of the success of Virtual Enterprise firms is dependant upon their Internet presence. Part of running a business in today's market place requires that it have a web site. This competition allows Virtual Enterprise firms to highlight their products and services via the Internet.

Guidelines

- Each company will develop a Web Site for their virtual business.
- The web site is to be the work of the student-employees of the company.
- The URL must be received, via e-mail, by the deadline indicated above.
- The web sites must be online and active by the deadline above. After that date, no changes should be made to the site.
- The web site will be evaluated following the rubric on the next page.
- The top five web sites will receive awards.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
- The URL must be **received** no later than February 19.
- Please e-mail the URL to: Rhonda.doak@vbschools.com.

Web Site Design		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Layout and Design					
Fonts, colors, and graphics enhance aesthetic appeal	0	1 – 3	4 – 7	8 – 10	
Format is consistent and appropriate	0	1 – 2	3 – 4	5	
Graphic design shows creativity, originality, and is appropriate for product(s) and service(s) being sold.	0	1 – 3	4 – 7	8 - 10	
If used, enhancements support the sales of the products/services and doesn't detract from the overall site (i.e., streaming video/audio; Flash; JavaScript)	0	1 – 2	3 – 4	5	
Site Navigation					
All links are functional.	0	1 – 2	3 – 4	5	
Links are consistent and support the intent of the site.	0	1 – 2	3 – 4	5	
Navigational scheme is logical and effective.	0	1 – 2	3 – 4	5	
Content					
Effectiveness of site	0	1 – 3	4 – 7	8 – 10	
Ordering of products and services is user-friendly.	0	1 – 3	4 – 7	8 - 10	
Products and/or services and prices are clearly identified.	0	1 – 2	3 – 4	5	
Site fully and effectively developed.	0	1 – 2	3 – 4	5	
Technical					
Site demonstrates proper use of grammar, spelling, punctuation, etc.	0	1 - 3	4 - 7	8 – 10	
Site is compatible with multiple browsers.	0	1 – 2	3 – 4	5	
Copyright laws have been followed; permissions are cited on the Web site; and the use of templates must be identified at the bottom of the home page.	0	1 – 3	4 – 7	8 - 10	
Total Points					/100 max

Judge's Code _____ Date _____

Judge's Comments