

Close the Sale in DECA Competition

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When participating in any of the DECA competition role-play events, it is vital to remember to “close the sale.” This component of the role-play is often included in the judge’s evaluation tool as a performance indicator. Whenever I speak to judges, they generally mention that this area could use the most improvement for the next competition.

You aren’t always truly selling something in a role-play, but you should be effectively closing your presentation or discussions. Below I have given some examples of ways that I would recommend closing different types of role-plays. The key piece will be to practice these on your own. Make this part fluid and figure out what way of closing will work best for you.

For all four of the Principles of Business Administration Events, you typically find yourself role-playing as a candidate for a job or career within a company related to an area of your interest. After you have asked your questions of the judge, I would recommend the following closing.

Close: I appreciate you taking the time to interview me for this position and I am confident that I would be a solid choice for this company. Do you know when I can expect to receive information regarding the candidate you will be choosing for the position?

In the Team Decision Making Events and the Individual Series Events, your case situations will vary more frequently. Here are some examples:

- You are told to analyze a situation, present your findings, and provide recommendations.

Close: Is the information we/I presented to you sufficient and are you satisfied with the recommendations we/I have provided?

- You are told to provide a solution to a problem and to present it.

Close: After presenting this possible solution, are you in agreement that it will work and be the best one to use at this time?

- You are told to create a sales strategy or a promotional plan and to present it.

Close: I am confident in the sales strategy (or promotional plan) that I have come up with for our company and based on your feedback during my presentation it sounds like you are as well. Can we implement this new plan into our company's overall strategy starting at the beginning of next quarter?

- You are in a situation where you have an upset customer and have to figure out a way to resolve the situation.

Close: You are a valued customer to us and I want to make sure you understand this. Will the solution I have come up with ensure that we will get you back as a customer of ours in the future?

These are just some examples of ways you could effectively close. You will run into many different types of situations, but no matter what, figure out a way to work in this part of your presentation.

For competitors in the written projects or selling events, the close should already be something that you are planning for and you have the luxury of knowing exactly what you are going to say in order to do it.

I hope you can find this information useful in your next DECA competition. My question is, did you?