

2026-2027 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.



Educational
Alignments

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

Event Information:	
<u>National Leadership Conference:</u> Timing Structure: • Equipment Set-Up: 3 minutes ○ No interaction allowed with judges during this time. • 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. Important Notes: • Internet Access: Not provided • 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.	<u>State/Region:</u> Review Region and State Sections further on in this document.

***** Event specifics are continued below. Review the document in its entirety.**

Note: This event is an interactive presentation with judges.

Region

Region Eligibility

Each chapter may enter two (2) teams of 1, 2, or 3 members of active local chapters in FBLA Connect, the FBLA membership system. An active chapter is defined as having members “pending or paid” at the time of the RLC registration deadline submitted by the region adviser to the Executive Director and published on the PA FBLA website.

In order to be registered for this event, student data is imported into Blue Panda, the event registration and competitive events management system, from FBLA Connect. Students are imported and able to be registered only if identified as having “pending or paid” membership. “Paid” membership is defined as a dues payment for the student received by National FBLA; “pending” membership is defined as

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membership for which payment is due to National FBLA 60 days from the date the student appears on the membership invoice.

Members may compete in an event more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event at RLC, SLC, or NLC.

It is the responsibility of the local chapter adviser

- to pay membership dues for all competitors by the published region deadline and to register students through Blue Panda by the published deadline.

Region Procedure

The following procedures must be used.

1. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
2. There will only be one round of competition at the region level.
3. Participants should introduce themselves and present their item to the judges.
4. Details of the sales presentation/pitch:
 - a. The team may sell whichever product or service they choose.
 - b. Food, live animals, and musical instruments are not allowed.
 - c. The team shall provide the necessary materials and merchandise for the sales pitch.
 - d. The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
 - e. This is an interactive event, and judges may ask questions throughout the presentation.
5. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
6. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
7. The chapter must provide all technology for this event at the Region Competition. Internet access will not be provided.
8. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
9. The presentation should follow the rating sheet and given topic.
10. All individuals or team members are expected to actively participate in the live performance.
11. Seven (7) minutes will be given to deliver the presentation.
12. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
13. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored timecard indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored timecard indicating time is up. When time is called, the presenter must end the presentation.
14. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

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Region Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

Region Awards

Each region at a **minimum** must distribute a certificate to the top five place finishers in each event.

State

State Eligibility

The minimum number of competitors each region may enter is the first- and second-place winners who are members of active local chapters on record in FBLA Connect as having dues listed as “pending or paid.” Since a participant’s “pending or paid” membership was required at the time of region conference registration, only students who are “pending or paid” appear in Blue Panda to be registered for and assigned competitive events at the State Leadership Conference.

If any of the eligible winners cannot attend the SLC, it is the responsibility of the:

local chapter adviser

- to contact the region adviser about the student who will not be attending.

region adviser

- to contact the adviser of the next eligible competitor about participating at the State Leadership Conference.
 - to notify the PA FBLA Executive Director/State Chairman of the change before the deadline date published at <https://www.pafbla.org/about-pafbla/important-dates/>, which is posted on the PA FBLA web site.

State Procedure

The following procedures must be used:

1. A **preliminary round** will be held to determine the top teams in the final round. All participants will be divided randomly into groups by a member of the state committee, with an equal number of the top participants from each group advancing to the final round.
2. The order of performance will be drawn at random by a member of the state committee.
3. Finalists for this event will be an equal number advancing from the preliminary round groups to a maximum of 15 in events in which there are no preliminary rounds.
4. The following procedures will be followed during the **final round**:
5. The order of performance will be drawn at random by a member of the state committee.
6. Both the rounds will be open to an audience. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

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7. **The participant must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. Points will be deducted for not complying with the dress code UNLESS it is an egregious violation.**
8. Participants should introduce themselves and present their items to the judges.
9. Details of the sales presentation/pitch:
 - a. The team may sell whichever product or service they choose.
 - b. Food, live animals, and musical instruments are not allowed.
 - c. The team shall provide the necessary materials and merchandise for the sales pitch.
 - d. The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
 - e. This is an interactive event, and judges may ask questions throughout the presentation.
10. A maximum time limit of five (5) minutes will be allowed to set up and remove equipment or presentation items.
11. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
12. The chapter must provide the computer for the event. An LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have an HDMI port will need to provide their own adapters.
13. Internet is not provided for this event. Competitors should download all presentation materials to their laptop prior to the conference.
14. The individual or team members must perform all aspects of the presentation (e.g., speaking, set-up, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
15. The presentation should follow the rating sheet and given topic.
16. All individuals or team members are expected to actively participate in the live performance.
17. Seven (7) minutes will be given to deliver the presentation.
18. Visual aids and samples related to the project may be used; however, no items may be left with the judges or audience.
19. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored timecard indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored timecard indicating time is up. When time is called, the presenter must end the presentation.
20. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

State Judging

The team will be evaluated by a panel of judges using the rating sheet found in these guidelines. All decisions of the judges are final. If there is a tie, ties will be broken based on the following:

Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

State Awards

The state chapter will present a maximum of ten (10) awards at the State Leadership Conference.

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National Conference Eligibility

The first-, second-, third-, and fourth-place award winners at the State Leadership Conference are eligible to attend the National Leadership Conference.

If the first-, second-, third-, or fourth-place winner cannot attend, it is the responsibility of the:

local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.

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

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:
 - o One individual or team event, and

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- o 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 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.

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Restricted Items

- Musical Instruments
- 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

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- 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.
- 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

- Musical Instruments
- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
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- This is an interactive event and judges may ask questions throughout the presentation.

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.

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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.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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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	

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	0 points	1-6 points	7-8 points	9-10 points
Presentation Protocols				
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ 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 live animals ✓ Avoided use of musical instruments ✓ Avoided distributing and/or leaving food with judges		
		0 points	1-10 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:				