2023-24 Competitive Events Guidelines
Foundations of Selling

Foundations of Selling provides members with the opportunity to demonstrate knowledge around competencies in sales. This competitive event consists of an objective test.

Event Overview

Division: Collegiate
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
**NACE Connections:** Career & Self-Development, Communication

Equipment Competitor Must Provide: Pencil, Computer
Equipment FBLA Provides: One piece of scratch paper per competitor

Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of sales instruction at the collegiate level by May 1 of the current year.

Competencies

- Ethics in Sales
- Communicating with Customers
- Sales Process
- Sales Tools
- Understanding Your Buyers
- Building Relationships with your Buyers
- Why People Buy: Boosting Sales by Understanding Customers' Needs

Test Composition
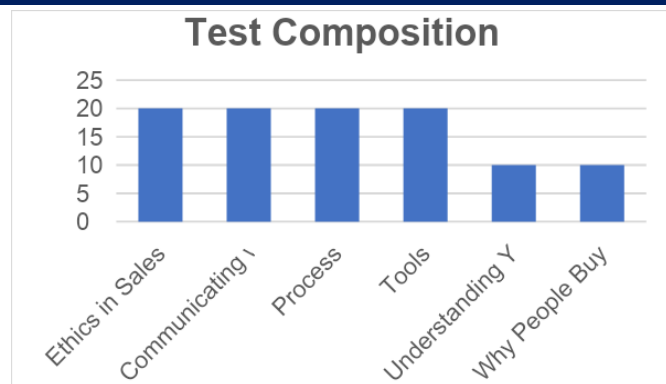
State

The State Leadership Conference has limitations on the number of competitive events a member may enter and compete in. Limited to a maximum of three (3) competitive events in total which may include:
- Limited to a maximum of two (2) National Qualifying Events
- Limited to a maximum of three (3) Objective Test Events

In order to be eligible to register for the State Leadership Conference, members must be registered and paid in FBLA Connect. Members will auto-populate in the chapter list of eligible attendees. Paid membership records auto-sync from FBLA Connect to the Blue Panda Conference Management System within 5 minutes.

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Chapter advisers, parents, alumni, local administrators, teacher educators or other interested individuals are eligible to attend the State Leadership Conference. Every event attendee at the State Leadership Conference MUST be registered and paid by the registration deadline.

Online objective testing is completed on the first day of the State Leadership Conference in person. Chapters are asked to bring their own computers for online testing of all objective tests. Objective testing will be conducted on a web browser like Chrome or Firefox. Iowa FBLA does not provide technical support during the conference for school or personal devices.

Iowa FBLA follows National FBLA rules for Event Administration (see below) unless a change is noted, otherwise.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on April 15th of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Ethics in Sales
B. Communicating with Customers
    1. Basic Sales Communication Skills
    2. Integrating Sales and Marketing Efforts
C. Sales Process
    1. Sales Pipeline
    2. Aligning Sales with the Buyer's Journey
D. Sales Tools
    1. Essential Sales Tools
    2. CRM Systems and its Importance
E. Understanding Your Buyers
    1. How to Qualify Sales Leads
    2. Understanding Potential Buyers' Needs
    3. Knowledge About Potential Buyers
    4. Leveraging Decision-Makers, Influencers, and Gatekeepers in Sales
F. Building Relationships with your Buyers
    1. Building Trust with Potential Buyers
    2. Transparency in Building Relationships and Boosting Sales
    3. Consultative Selling
    4. Developing Emotional Intelligence in Sales
G. Why People Buy: Boosting Sales by Understanding Customers' Needs
    1. What are Buyers' Needs
    2. Uncovering Buyers' Needs
    3. Active Listening
    4. Psychological Motivations: Bandwagon Effect, Instant Gratification, Reciprocity, Simplicity, Fear of Missing Out, Consistency, Nostalgia