



# WMU Sales Challenge

The Premier High School Sales Curriculum & Competition



**WESTERN MICHIGAN UNIVERSITY**  
Haworth College of Business  
Sales and Business Marketing



**[wmusaleschallenge.com](http://wmusaleschallenge.com)**

## PERSONAL PITCH CHAMPIONSHIP DAY INSTRUCTIONS FOR STUDENTS

### READY

**BE IN ROOM 1120 AT THE START OF YOUR ASSIGNED SESSION**

You will be escorted to our competition room and seating instructions will be given.

### EXECUTE

**Be seated across from your judge and take a moment to relax and take a deep breath. You will be instructed when to begin your Personal Pitch. Please wait until that signal has been given.**

#### **Execute Personal Pitch for First Judge**

The judges will score each student using the same scorecard we used for the video submission round.

1/2 of the score will be based on your content

1/2 of the score will be based on delivery

#### **Receive Feedback from Judge**

You will not get your score, but the judges will offer you verbal feedback

### REPEAT

**Move to the Next Seat, repeat EXECUTION.**

You will do your Personal Pitch 8 times, occupying each seat in your competition row.

**After your flight has finished completely, you will be escorted back to the ready room.**