

SALES PITCH SCREENING VIDEO

BACKGROUND INFORMATION

- This is an individual-based competition
- The *Alberta Inter-Collegiate Sales & Marketing Competition* (AISMCM) is Western Canada's premier platform for challenging and showcasing students' sales and marketing skills, where they experience authentic competitive challenges and make meaningful industry connections. This competition promises to become a respected and effective catalyst for personal, academic, and professional growth for post-secondary students in Western Canada. The goal is to create an engaging and competitive environment that unites post-secondary students across Alberta in sales and marketing challenges. It would also serve as a good platform for our industry partners to identify and recruit sales and marketing talent.
- Students will be presented with a B2B service to pitch. See a sample pitch [here](#)

ALBERTA INTER-COLLEGIATE SALES & MARKETING COMPETITION (AISMCM)

Format & Submission:

- Create a 30-to-90-second video pitch selling *anything* that you are passionate about.
- Create and upload your pitch to a shareable video platform
- Include the link to your video on the registration form

Criteria:

You will be presented with a B2B service. Based on the service, brainstorm possible ways to communicate the benefits of the product and how to persuade an audience of your offering. Be as creative as possible, but present yourself professionally.

Your pitch will be judged based on the following – see rubric

- **A good value proposition:** Ability to convey a strong message about a product/idea/ideology/etc., which in turn excites your audience. In its simplest form, a value proposition is a promise to either a) solve a problem or b) improve a situation.
- **Credibility:** You are considered a subject matter expert on the item that you are talking about. Speaking purely to your personal preference is not strong enough. That said, bringing in evidence or even metrics to support your opinion helps form a persuasive pitch.
- **Persuasive:** Ability to convince your audience with a strong argument and compel them into taking action.
- **Engagement & Rapport:** Build positive connections through body language and tone. Captivate the audience with strong energy and personality, imposing your presence and confidence all through.
- **Handling questions/objections:** Ability to handle and address every concern, question, and objection. Convincingly demonstrate sound knowledge.