



WESTERN MICHIGAN UNIVERSITY

Sales and Business
Marketing Program

The Great Lakes High School Sales Challenge

www.wmusaleschallenge.com



CRYSTAL
MOUNTAIN

Personal Pitch VIDEO ROUND Instructions & Helpful Hints

THE BASICS

Record a 90 second video of just you speaking to the camera making the case that you should earn an interview with Crystal Mountain Resort as a customer facing position. The two most basic rules are that the 90 seconds is a strict limit and the video must be only you delivering your message. When completed, submit your video in the proper format (MP4 or MOV) to the competition website.

THE PROMPT

**Why are you a good job candidate for a
customer facing position at Crystal Mountain Resort.**

- **Customer Facing:** This means any job where a significant part of the job is dealing directly with resort guests. Some examples include working the front desk, or the lift ticket window, working in one of the retail shops, or being a server in one of the restaurants or the banquet services. It would not include jobs like maintenance or housekeeping, or an out of sight administrative position. Think of this type of position as a very basic level sales position.
- **Crystal Mountain Resort:** Visit the resorts web site at www.crystallmountain.com and learn more about them and gain an understanding of the resort you would represent if you were an employee interacting with the guests on a regular basis. You can use the information you learn to best aim your pitch!

THE SUBMISSION & JUDGING DETAILS

When your video is completed, and you have saved it in the required MP4 format, you can visit the competition website to submit it. You will be using the form on the site to drop your video in the competition dropbox. You will be required to complete a short form of information so that we can identify you and your high school. As many high school email addresses are restricted to just those within that network, you will need to submit an email address that can be contacted by someone from outside of your high school as we will be contacting those invited to the on-campus event via email. Each video submission will be evaluated by current WMU Sales & Business Marketing students and faculty. A simple scorecard will be used and is highlighted below.

Was the content convincing?	Not Convincing	1	2	3	4	5	6	7	Highly Convincing
Was the delivery effective?	Not Effective	1	2	3	4	5	6	7	Highly Effective
The Recommendation:	Don't Interview	Maybe Interview	Likely Interview	Definitely Interview					

Students receiving the strongest support / scores will be invited to participate in the Championship Round!

THE BASIC FLOW

You have complete freedom to create and deliver your message (within the basic rules), however a basic flow that has worked for WMU students in the past is highlighted below. Feel free to use all, some, or none of this.

Ultimately the video needs to be yours, so make a content and structure decision that YOU feel comfortable with.

TIME	IDEA	Example Wording (you would need to finish this basic wording!)
00-05	Introduce yourself clearly	"I am Jim Eckert, a senior at Kalamazoo Central High School.....
05-10	Set up what you are going to do	"I would like to explain to you why I would make a great customer facing employee at Crystal...."
10-20	Introduce your "big two"	The first reason is because I am ??????????, and the second reason is because I bring ?????????? to the table.
20-45	Elaborate on Reason #1	Starting with (reason #1) I have been involved with XXXXX and have done YYYY and those experiences have built my...
45-50	Transition to Reason #2	Now let's switch to Reason #2
50-75	Elaborate on Reason #2	(same idea as above)
75 - 90	Summarize and ask	So, as I have discussed, I bring X and Y and would make a good fit, can we go ahead and schedule an interview?

NOTE: Ignore the fact that actually having a job at Crystal Mountain Resort would not be feasible for most of you (e.g. you live in Metro Detroit and CMR is 3 hours away!). And if you currently have a job (no matter how much you like it!), act as if you want the job at CMR.

THE VIDEO NAME & FILE FORMAT

Please review the information below as the file name and file format are strict requirements.

- **Your Name = File Name:** Please make the name of your submission your full name. Thus, my video would be Jameseckert.mp4 or James Eckert.mp4 (we prefer the submission with the space). Whether your full name is two words or five, just make the file name obviously your name!
- **Required File Format is MP4 or MOV:** The most common and easily used video format is MP4 and that, or MOV, is the required format for submission. If you record via the web cam on a PC (e.g. a Dell, Microsoft Surface, Chromebook) it is highly likely the captured video is a MP4, the same is true on an Android phone. If you use an Apple/Mac computer, the standard output is a .MOV file. Recording on an iPhone is not recommended, although for the tech savvy amongst you, the output file can be converted.

We are requiring a standard style to the file name and a single format for the file in order to create a submission and judging process that is logical and on a level playing field. The FILE NAME approach and the MP4/MOV FILE FORMAT are STRICT REQUIREMENTS and we appreciate your cooperation with this!

THE FINAL THOUGHT

Have fun and be proud of your submission!