



WESTERN MICHIGAN UNIVERSITY

Sales and Business
Marketing Program

The Great Lakes High School Sales Challenge



CRYSTAL
MOUNTAIN

www.wmusaleschallenge.com

Personal Pitch 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 for a customer facing position. The two rules: 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) 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, the lift ticket window, 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 “customer facing” 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

Submit your completed video (in the required MP4 format) to the Dropbox via the submission form on the competition website. You will be required to complete a short form of information so that we can identify you and your high school. As some high school email addresses are restricted to just those within that network, please be sure to submit an email address that can be contacted by someone from outside of your high school. Each video submission will be evaluated by current WMU Sales & Business Marketing students and faculty. Top performing students will be invited to the on-campus round at Western Michigan University on Friday, February 8, 2019. 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			

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 James Eckert.mp4. Whether your full name is two words or five, just make the file name obviously your name!
- **Required File Format is MP4:** MP4 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 likely the captured video is a MP4, the same is true on an Android phone. If you use an Apple/Mac computer, the output is a .MOV file, but this is easily converted to MP4 (google or YouTube it!). Recording on an iPhone is not recommended, although even that the output file can be converted.

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

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.

PUTTING ON THE WHOLE SHOW!

As you prepare, think not only about the words you are going to speak and the structure & flow of those words (see above), but pay attention to the physical elements that can make or break your pitch.

- **Posture:** Be upright and portray someone who cares about the points they are going to make. A slouching body position has a negative message to it. If you are going to sit, sit upright on the edge of the chair. We suggest this because if you qualify for the on-campus competition, you will be sitting when delivering your pitch.
- **Gestures:** Purposefully insert gestures that support what you are saying. An example is using your fingers to count 1-2-3 as you introduce three points. The opposite is to have your hands flying around as you speak without tying that motion to specific verbal points. The first situation (purposeful / message enhancing gestures) helps your performance, the second (unfocused / random hand gestures) detracts from it.
- **Eye Contact & Facial Expressions:** Making a video can be hard for eye contact but try to look directly at the camera and imagine yourself speaking to a good friend. In terms of facial expressions, have them match the message you are delivering. Smile, raise your eyebrows, tilt your head, etc... Have your eyes and face support and enhance the delivery of your message.

YOUR MESSAGE CONTENT

Students struggle sometimes with ideas for their content, but the reality is most of you have done more than enough to have content. You have school itself (classes & even specific assignments and projects), your extra-curricular activities (DECA, student government, etc.), your sports (both in HS and outside teams), work experience, volunteer experience, and even just life events (e.g. moving to a new city). The idea is to think about these parts of your life and ask, "what transferrable skills & lessons did I learn?" So, for example, I played basketball, but Crystal Mountain isn't going to ask me to do that, however, I learned hard work and teamwork, and they are likely going to want that from their employees. So, while dribbling and shooting don't transfer, hard work and teamwork do. Thus, you all have experience to draw from, you just need to think about how the lessons and skills you gained from those experiences would transfer and apply to a customer facing position at Crystal Mountain Resort!

THE FINAL THOUGHT

Have fun and be proud of your submission!