

2025–2026 Competitive Events Guidelines

Foundations of Selling



Foundations of Selling challenges members to demonstrate their understanding of fundamental sales concepts through an objective test. This event covers topics such as the sales process, customer relationship management, prospecting, handling objections, and closing techniques used in various selling environments.

Event Overview

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|-----------------------|---|
| Division | Collegiate |
| Event Type | Individual |
| Event Category | Objective Test |
| Event Elements | 50-minute test, 100-multiple choice questions |

Educational Alignments

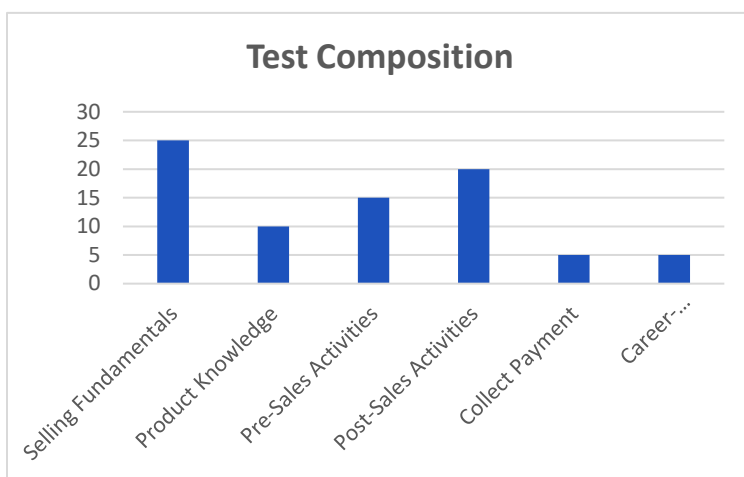
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| <u>Career Cluster Framework Connection</u> | Marketing & Sales |
| <u>NACE Competency Alignment</u> | Career & Self-Development, Communication, Critical Thinking, Professionalism |

This event is intended for students who are early in their collegiate academic journey and just beginning their study of sales. Only members who have completed no more than six credit hours on a semester schedule (or the equivalent number of quarter hours) of college-level sales/selling coursework by May 1, 2026, are eligible to compete.

Knowledge Areas

- Selling Fundamentals
- Product Knowledge
- Pre-Sales Activities
- Post-Sales Activities
- Collect Payment
- Career-Advancement Activities

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

Testing will take place prior to the State Leadership Conference. Testing must occur at school under the supervision of an adult proctor. Check the Call to Conference for specific instructions and deadlines.

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National

Required Competition Items

| <u>Items Competitor Must Provide</u> | <u>Items FBLA Provides On-site</u> |
|---|--|
| <ul style="list-style-type: none">Sharpened pencilFully powered device for online testingConference-provided nametagPhoto identificationAttire that meets the FBLA Dress Code | <ul style="list-style-type: none">One piece of scratch paper per competitorInternet accessTest login information (link & password provided at test check-in) |

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- State Entry Limits:** Each state may submit up to four entries per event.
- Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

- Test Duration:** 50 minutes

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- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in [FBLA Connect](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

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Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Selling Fundamentals (25 test items)

1. Explain the nature of professional selling (PD:120) (SP)
2. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
3. Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)
4. Explain company selling policies (SE:932, LAP-SE-932) (CS)
5. Explain key factors in building a clientele (SE:828, LAP-SE-828) (SP)
6. Explain legal and ethical considerations in selling (SE:106, LAP-SE-106) (SP)
7. Describe the use of technology in the selling function (SE:107) (SP)
8. Discuss the economic and social effects of professional selling (PD:131) (SP)
9. The impact of sales and buying cycles (SE:380) (SP)
10. Describe the impact that digital communication is having on selling (SE:490) (SP)

Product Knowledge (10 test items)

1. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
2. Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)
3. Identify emerging trends for use in selling (SE:404) (SP)

Pre-Sales Activities (15 test items)

1. Prospect for customers (SE:001, LAP-SE-001) (SP)
2. Conduct pre-visit research (e.g., customer's markets/products, customers' competitors, and competitors' offerings) (SE:369) (SP)
3. Determine sales strategies (SE:377) (SP)
4. Book appointments with prospective clients (SE:366) (SP)
5. Prepare sales presentation (SE:067) (SP)
6. Sales Processes and Techniques (20 test items)
7. Explain the selling process (SE:048, LAP-SE-048) (CS)
8. Establish relationship with customer/client (SE:110) (CS)
9. Determine customer/client needs (SE:111) (CS)
10. Recommend specific products (SE:114, LAP-SE-114) (CS)
11. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
12. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
13. Demonstrate suggestion selling (SE:875, LAP-SE-875) (SP)
14. Close the sale (SE:895, LAP-SE-895) (SP)

Post-Sales Activities (20 test items)

1. Arrange delivery of purchases (SE:023) (CS)
2. Process returns/exchanges (SE:162) (CS)
3. Plan follow-up strategies for use in selling (SE:057, LAP-SE-057) (SP)

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4. Provide post-sales service (SE:397) (SP)
5. Gather customer/client feedback to improve service (SE:384) (SP)
6. Conduct self-assessment of sales performance (SE:372) (SP)
7. Maintain ongoing relationship with client (SE:488) (SP)

Collect Payment (5 test items)

1. Operate register/terminal (SE:153) (CS)
2. Calculate miscellaneous charges (SE:475) (CS)
3. Process sales transactions (e.g., cash, credit, check) (SE:329) (CS)

Career-Advancement Activities (5 test items)

1. Explain employment opportunities in professional selling (PD:055) (SP)
2. Identify professional certification requirements available for professional salespeople (PD:141) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Hubspot. *What is sales? A quick guide [+ examples]*. <https://blog.hubspot.com/sales/what-is-sales>

Indeed. *14 effective selling strategies*. <https://www.indeed.com/career-advice/career-development/selling-strategies>

Zendesk. *Sales process fundamentals: The ultimate guide to closing more deals*.

<https://www.zendesk.com/blog/sales-process/>