



ST. FRANCIS COLLEGE

Koramangala
Affiliated to Bengaluru City University

Title	Minute to Sell It
Date(s) of Event	05/11/2024
Department / Association	Commerce (Commerce Club - Unicorn Squad)
Venue	Room No. 215
Judges	Mr. Karthik P, Dr. Sharath, Dr. Iyappan M
Coordinator	Ms. Priyanka G & Mr. Pramod

Unicorn Squad, The Commerce Club of our college successfully organized the 'Minute to Sell It' competition, an exciting event designed to test the marketing and sales skills of commerce students. The competition was held over two rounds, witnessing enthusiastic participation from students eager to showcase their creativity and persuasion abilities.

Round 1: Product Pitching

The first round took place on 4th November, where participants were required to present a compelling sales pitch for a given product within a minute. The round was judged by esteemed panelists, **Dr. Sharath** and **Dr. Iyappan**, who evaluated participants based on their presentation skills, creativity, and ability to engage the audience. The round saw a variety of innovative pitches, with students employing persuasive communication, humor, and storytelling to captivate the judges.

Round 2: Live Selling Challenge

The final round was conducted on 5th November, where shortlisted participants faced a more challenging task—selling an assigned product to a mock audience within the time limit. The judges for this round, **Mr. Karthik** and **Mr. Alan**, assessed the contestants on their ability to handle objections, demonstrate product benefits effectively, and close a sale convincingly. This round brought out the competitive spirit in participants, as they employed unique sales strategies to outshine their peers.

The competition concluded on a high note, with the top performers being recognized for their exceptional salesmanship. The event not only provided students with a platform to hone their marketing skills but also instilled confidence and the ability to think on their feet.

