AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

Purpose:

To provide an individual with basic skills in order to take advantage of the career opportunities offered in the area of agricultural sales.

Objectives:

- Understand and demonstrate the professional sales process in agribusiness from preparing to sell to developing sales skills.
- Develop the ability to build customer confidence in you and your product.
- Learn to handle typical customer problems, return of merchandise, defective merchandise, and lack of understanding in use of merchandise.
- Determine customer complaints and their basis for complaint, and determine the proper course of action to resolve the issue.

General Rules

1. It is required that participants wear FFA Official Dress for this event.
2. Each district may enter one team in State Competition. A chapter team will consist of four individuals from the same chapter.
3. Eight individuals from industry will judge the event.
4. No electronic media will be used in the sales presentation, unless it is the product which the participant is selling. If the participant is selling an electronic device, no presentation components (PowerPoint, Charts, Videos, etc.) may be present or shown from the device.
5. Items to be sold may NOT INCLUDE live animals or flammable liquids.
6. Participants in need of special accommodations (disability or other health issues) must submit the Idaho State FFA Career Development Events Request for Special Accommodation Application found at the end of the General Rules and Regulations at least one month prior to the event.

Format and scoring:

1. Participants and judges should meet 20 minutes before the first presentations are scheduled to begin.

2. The participants will be divided into four groups, as follows:
   Group A - Sales Presentation
   Group B - Sales Presentation
   Group C - Practicum
   Group D - Practicum
3. After dividing into groups, participants should then draw for order of presentation.

4. CDE Theme Rotation will be as follows:

   2012-2013 Natural Resources
   2013-2014 Horticulture Industry
   2014-2015 Agricultural Mechanics
   2015-2016 Animal Industry
   2016-2017 Crop Industry

5. Groups A and B will be the sales presentations. There will be a 12-minute rotation between participants, with 10 minutes for participant presentations and 2 minutes for the judges to review. Two (2) groups of two judges each will be used for this portion, with one of the two also acting as the customer.
6. Group C and D will be for the telephone skills, customer prospecting and customer relations practicum. Two of these practicums will be used each year on a rotational basis. Twenty (20) minutes will be given for preparation. There will be a 10-minute rotation during performance of the practicum. Four (4) judges will be used with one acting as the customer.

ORGANIZATION AND CONTENT - AGRICULTURAL SALES

The event will be a team event consisting of four member teams. Two members will do a sales presentation and two will compete in 2 of the 3 practicum areas. Members will be from the same chapter. Three practicums (Customer Relations, Telephone Skills, and Customer Prospecting) will be rotated each year. Each area of the event will be scored 100 points. Each of the four areas will be ranked. The lowest total of the four-member rankings will be the winners. Points will be used to break ties.

<u>Part I - Sales Presentation</u>

1. Two participants will conduct a sales presentation.
2. Official FFA dress is required.
3. The participant will select an agricultural product representing one of seven instructional areas:
   a. Agricultural Mechanics
   b. Agricultural Production
   c. Agricultural Products and Processing
   d. Agricultural Supplies and Services
   e. Forestry
   f. Natural Resources and Rural Recreation
   g. Ornamental Horticulture
4. Each participant will provide a copy of all written information used in preparation to the individual in charge.
5. Each participant will provide three copies of the sales summary sheet to the individual in charge.

6. Guidelines for sales summary sheet (typed double spaced)
    a. Participants name
    b. Statement of situations, circumstances, locations, etc.
    c. Representation (company/chapter)
    d. Product to be sold
    e. Features of the product
    f. Product structure
    g. Warranty
    h. Service availability
    i. Demonstration of function
    j. Competitors and pertinent information
    k. Price
    l. Closing statement or method

7. Each participant will be allowed ten minutes for the sales presentation. The presentation will conclude at ten minutes. An additional three minutes will be allowed for judges to ask questions and to clarify any part of the sales presentation.

8. Evaluation Criteria
    a. Pre approach
        1. Sales summary sheet
        2. Preparation for sale
        3. Product knowledge
    b. Approach
        1. First impressions
        2. Create customer attention
        3. Determine customer wants
        4. Establish rapport
    c. Demonstration
        1. Feature and related customer benefits
        2. Allow customer to participate
        3. Attempt trial closes
    d. Handling customer objections
        1. Identify customer objections
        2. Handle customer objections
    e. Closing the sale
        1. Ask for the order
        2. Recognize closing opportunities
    f. Time Penalties

9. Participants are not allowed to use computer-aided demonstrations in their sales presentations.

Part II - Practicums

Two participants will compete in two of three designated practicums each year. Each participant will be pre-assigned the practicum they will perform by their chapter advisor. All materials used in the practicum will be furnished at the event site. Each practicum will be worth 100 points. Students will have 20 minutes to prepare for each practicum.

Practicum rotation:

2012– Telephone Skills and Customer Prospecting
2013– Customer Prospecting and Customer Relations
2014– Customer Relations and Telephone Skills
2015– Telephone Skills and Customer Prospecting
2016– Customer Prospecting and Customer Relations
2017 – Telephone Skills and Customer Prospecting

Customer Relations Practicum

The individual in charge of the event will select a scenario realistically portraying a customer relations problem that may occur in agricultural sales and involves both technical information and human relations problems. The event participant will be provided with the company policy or philosophy concerning merchandise returns and refunds prior to performing the practicum.

The types of problems that will be used are as follows:

1. Defective merchandise
2. Lack of understanding in use of merchandise
3. Return of merchandise sold

Participants will have 20 minutes to prepare for this practicum, being provided with any products or policies needed to complete the practicum. Ten minutes will be allowed for completion of this area. There will be an eight-minute warning. Two judges will be used for this area with one acting as the customer and the other as an observer.

Telephone Skills Practicum

The individual competing in this area will complete a 3-5 minute telephone call based upon the scenario that will be developed by the event supervisor. Participants will have 20 minutes to prepare for this practicum, being provided with any products or policies needed to complete the practicum.

The telephone skills areas covered will be as follows:

1. Place a call to an existing customer to check on product performance
2. Answer a call from a customer interested in new or additional products
3. Receive a call from a customer inquiring about the company's product

Prospecting for New Customers

The event officials will select a sales situation. The participants will be given a product description. The participants will then approach a customer and through interaction with that customer determine if they are a prospect. The participants will then attempt to sell that product to the customer or gain an appointment for a future sales call, whichever is appropriate for the scenario. The participants will have 20 minutes to read over the product description and the sales situation. Twelve minutes will be allowed with a two-minute warning to interact with the judges. The situation will be interactive with all judges. Participants will have 20 minutes to prepare for this practicum, being provided with any products or policies needed to complete the practicum.

Awards:

Awards will be presented at an awards ceremony. Plaques will be awarded to the top four (4) teams. FFA Award Pins will be presented to the top three (3) individuals in each of the presentation and practicum areas. During the presentation of awards, the top five (5) teams and the top five (5) individuals in each event area will be announced.

Judges Tally Sheet

Ag Sales CDE

Presentation A

	Participant	School	Judge No. 1			Judge No. 2			Average Score	Ranking Points	Final Rank
			Score	Rank		Score	Rank				
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											

Judges Tally Sheet
Ag Sales CDE

Presentation B

	Participant	School	Judge No. 1			Judge No. 2			Average Score	Ranking Points	Final Rank
			Score	Rank		Score	Rank				
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											

Judges Tally Sheet
Ag Sales CDE

Practicum C

	Participant	School	Judge No. 1			Judge No. 2			Average Score	Ranking Points	Final Rank
			Score	Rank		Score	Rank				
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											

Judges Tally Sheet

Ag Sales CDE

Practicum D

	Participant	School	Judge No. 1			Judge No. 2			Average Score	Ranking Points	Final Rank
			Score	Rank		Score	Rank				
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											

Team Placing Scorecard

Team	School	Rank on Presentation A	Rank on Presentation B	Rank on Practicum C	Rank on Practicum D	Sum Total Rank	Final Rank
1							
2							
3							
4							
5							
6							
7							
8							
9							

AGRICULTURAL SALES
CAREER DEVELOPMENT EVENT SCORECARDS

Agricultural Sales

Name:_____Contestant Number:_____

Chapter:_____

Sales Presentation Scorecard

Category	Points Possible	Score
Pre-Approach		
• Project summary Sheet	**10**	
• Preparation for Sale	**10**	
• Product Knowledge	**10**	
Approach		
• First Impression	**2**	
• Create customer attention	**3**	
• Determine customer wants	**3**	
• Establish rapport	**2**	
Demonstration		
• Feature and related customer benefits	**10**	
• Allow customer to participate	**10**	
• Attempt trial close	**10**	
Handling Customer Objections		
• Identify customer objections	**5**	
• Handle customer objections	**5**	
Closing the sale		
• Ask for the order	**10**	
• Recognize closing opportunities	**10**	
Sub Total	**100**	
Final Total Score for Sales Presentation	**100**	

_____RANK

Agricultural Sales

Name:_____Contestant Number:_____

Chapter:_____

Customer Relations Practicum

Category	Points Possible	Score
Introduction • Identify yourself • Purpose of call (if appropriate) • Establish rapport	**10**	
Attitude • Pleasant • Friendly • Professional • Empathetic	**20**	
Information via Customer Interaction • Probing to determine the problem • Clarify the problem • Information requested from customer • Information provided to the customer	**25**	
Develop a Solution • Evidence of product knowledge • Correct identification of the problem • Correct solution to the problem • Overcoming customer objections	**30**	
Closing • Get customer agreement on problem solution • Review and closure	**15**	
Sub Total Practicum Score	**100**	
Final Total Practicum Score	**100**	

Agricultural Sales

Name:_____Contestant Number:_____

Chapter:_____

Telephone Skills Practicum

Category	Points Possible	Score
Introduction • Identify yourself • Establish rapport	**15**	
Attitude • Pleasant • Friendly • Professional • Empathetic	**20**	
Determining Customers Wants and Needs • Ask leading questions • Demonstrate good listening skills • Correctly assessing situation (order taking vs. problem solving)	**15**	
Taking the Order/Solving the Problem • Evidence of product knowledge • Overcoming customer objections • Probing to determine problem OR clarifying order (repeat each item, product information, confirm availability) • Suggest related products, note items on special, or offer substitutions for out of stock items.	**35**	
Closing • Repeat the order and confirm delivery date for order taking • Ask for other needs • Get customer agreement on problem solution • Review and closure of the call	**15**	
Total Practicum Score	**100**	

Agricultural Sales

Name:_____Contestant Number:_____

Chapter:_____

Customer Prospecting Practicum

Category	Points Possible	Score
Introduction • Identify yourself • Establish rapport • Build interest in product/service	**15**	
Attitude • Pleasant • Friendly • Professional • Empathetic	**15**	
Qualifying the Prospect • Determining customer needs • Demonstrate good listening skills	**25**	
Provide Features and Benefits • Describe features and benefits appropriate to the prospect's needs	**25**	
Closing • Ask for a buying decision, i.e. the order or an appointment • Review order or commitment • Closing statement	**20**	
Total Practicum Score	**100**	

TEAM PLACING SCORE CARD

_____ RANK

Team Placing = A - Sale Presentation Ranking _____

B - Sales Presentation Ranking _____

C - Practicum Ranking _____

D - Practicum Ranking _____