Agricultural Sales

Purpose

The purpose of the Agricultural Sales Career Development Event is to provide students with an opportunity to learn and apply the basic skills necessary for career opportunities in the sales field. Sales are an essential part of a market economy. The agriculture, food, and fiber industry benefits by having individuals with sales and communication skills, both for inputs for production and the marketing of the products.

Objectives

I. Explain and demonstrate the professional sales process in agribusiness.
   A. Preparing to sell
      1. Targeting customer buying habits
      2. Customer buying motives
      3. Product information
   B. Developing sales skills
      1. Approaching the customer
      2. Determining customer needs and wants
      3. Planning a feature-benefit sales presentation
      4. Making a feature-benefit sales presentation
      5. Handling customer objections
      6. Closing the sale
      7. Suggestion selling and reassurance

II. Utilize knowledge of advertising and promotion in the professional sales process.
   A. Value of promotion in agriculture
   B. Use of advertising in agribusiness
   C. Role of different types of advertising media
   D. Design agribusiness displays
   E. Construct agribusiness displays
   F. Maintain and increase the effectiveness of agribusiness displays
   G. Develop written and illustrated messages using broadcast media

III. Demonstrate the ability to conduct additional sales skills including customer relations, prospecting, order taking, and customer service.

Crosswalk with Show-Me Standards

Objectives – Students participating in the Career Development Event should be able to:		Show-Me Standards	
		Knowledge Standards (Content Areas)	**Performance Standards (Goals)**
1.	Explain and demonstrate the professional sales process in agribusiness.	CA.1, CA.3, CA.4, CA.6	1.2, 1.4, 1.5, 1.8, 1.10
2.	Utilize knowledge of advertising and promotion in the professional sales process.	MA.1	2.1, 2.2, 2.3, 2.6, 2.7

CORRESPONDING SECONDARY AGRICULTURE CURRICULUM			
Course and/or Curriculum:	Agribusiness, Sales, Marketing, and Management	**Unit(s):**	Unit IV – Personal Development Unit V – Communication Skills Unit VI – Preparing for a Sale Unit VII – Making a Sale Unit VIII – Promotional Tools

Event Format

1. The Agricultural Sales Career Development Event will consist of three components:
    a. Product Sales Presentation
    b. Sales Situation Practicum
    c. Objective Written Test
2. All team members must participate in all three parts of the event.
3. Four judges are needed for the Product Sales Presentation.
4. **Four judges are needed for the Sales Situation Practicum.**
5. A rotation with teams divided into three equal groups will be established.

ROUND ONE		
Product Sales Presentation	**Objective Written Test**	**Sales Situation Practicum**
Group A	Group B	Group C

ROUND TWO		
Product Sales Presentation	**Objective Written Test**	**Sales Situation Practicum**
Group C	Group A	Group B

ROUND THREE		
Product Sales Presentation	**Objective Written Test**	**Sales Situation Practicum**
Group B	Group C	Group A

Note. Teams will be randomly assigned to groups and presentation order.
Teams will present in the order identified within their respective group

PART I - PRODUCT SALES PRESENTATION

A. Each participant will conduct a product sales presentation. The product sales presentation should be conducted as a one-on-one interactive sale to a prospective consumer. The selection of the item to be sold and Product Summary Sheet (Form A) will be prepared and submitted prior to the contest (see section E for details on the format of the product summary sheet).

    1. Team members from the same school may sell the same product; however, each team member must have his/her own brochure, sample, and/or actual product for the sales presentation.
    2. Electricity may not be used in the product sales presentation. Battery operated equipment is acceptable at the contestants' own risk.
    3. Actual items may be used for display or demonstration; however, no set up time will be provided. Pictures, samples, small scaled replicas, and/or brochures may be used as a part of the product sales presentation where it is impractical to bring the actual product.

B. Contestants will select a product representing one of the seven agriculture instructional areas:
   1. Agricultural Mechanics
   2. Agricultural Production
   3. Agricultural Products and Processing
   4. Agricultural Supplies and Services
   5. Forestry
   6. Natural Resources and Rural Recreation
   7. Ornamental Horticulture
C. Each contestant will provide a copy of all written information (brochures, etc.) used during the product sales preparation.
D. **One copy** of the contestant's **Product Summary Sheet** (Form A) must be provided to the event superintendent in advance (refer to Event Rules and Regulations 4).
E. The Product Summary Sheet (Form A) is limited to one page (8½" x 11"), single sided, typed, and printed in black on white paper. Use 1" margins and a 12 point font. Photos should not be included. The product summary sheet should clearly state the role of the customer (event judge). Examples: dairy farmer, retail buyer, purchasing agent, etc. and whether this is a cold call or if the participant has made an appointment for this call.
F. The product summary sheet should include the following:
   - Contestant's name
   - Representation (company/school)
   - Agriculture instructional area
   - Role customer is to play
   - Product to be sold
   - Features of the product
   - Method of demonstration
   - Sales call objective
   - Product or service price
   - Examples of competing products and their prices
G. Each contestant will be provided with a maximum of 10 minutes for his/her product sales presentation with a verbal time warning at 7 minutes. The presentation will conclude at 10 minutes. The sales presentation should be interactive as event judges will be allowed to ask questions. A person will be designated by the contest superintendent to be a timekeeper.
H. The product sales presentation will operate with four or more judges. No team members will be evaluated by the same judge. The order of presentation will be randomly drawn.

PART II – SALES SITUATION PRACTICUM

A. Each participant will compete in the same sales situation.
B. The Sales Situation Practicum will be a Customer Relations Situation.
C. Sales Situations will follow the rotational theme schedule as listed below
   2014 Natural Resources
   2015 Agricultural Mechanics
   2016 Horticulture Industry
   2017 Animal Industry
   2015 Crop Industry

D. <u>Specific Guidelines for Customer Relations Sales Situation Practicum –</u>

1. The CDE Superintendent will select a realistic scenario portraying a customer relations problem that may occur in agricultural sales. The participant will be evaluated primarily on their sales and human relation skills, and secondly on their technical knowledge of the subject matter.
2. The participant will be provided with the company policy or philosophy concerning merchandise returns and refunds prior to performing the sales situation. It is possible the participant will have to develop a situation independently if the company policy does not specify one for the particular scenario. In this case the participant will be evaluated on their creativity, judgment and application of the philosophy of the company.
3. The participant will have to obtain the majority of the necessary information to solve the problem by interaction with the customer.
4. Examples of Customer Relations problems that may be used are:
    a. Return of defective merchandise sold
    b. Lack of understanding in use of merchandise
    c. Calming and regaining trust of a dissatisfied customer
5. Participants will be given a scenario containing the guidelines for the situation. Participants will be allowed ten (10) minutes to look over the scenario, take notes as needed, and may use the notes throughout the judging. They must return the scenario to the event staff when their round is completed.

G. Participants will be allowed ten (10) minutes to demonstrate their Sales Situation Skills. There will be a seven (7) minute warning.

PART III - OBJECTIVE WRITTEN TEST

A. The objective test is designed to evaluate a participant's knowledge of the professional sales process, the role that selling plays in the marketing of agricultural products and the knowledge possessed by students relative to the content areas of advertising and promotion, customer relations, product displays, telephone skills, market analysis and customer prospecting, and applying and interviewing for jobs. The objective test will be based on the list of references.
B. The test will consist of 50 multiple-choice questions with 50 minutes allowed for completion.

Event Scoring

1. Each participant will conduct a Product Sales Presentation =200 points.
2. Each participant will complete a Sales Situation Practicum = 100 points.
3. The test will consist of 50 multiple-choice questions with 50 minutes allowed for completion. Two points per question = 100 points.

Agricultural Sales Event	Individual Points	Team Points
Product sales presentation	200	600
Sales Situation Practicum	100	300
Objective written test (50 @ 2 pts each)	100	300
TOTAL	400	1200

4. The team score shall be the sum of the different scores of the top three individual team members.
5. Percentage scoring will be used for the Product Sales Presentation and the Sales Situation Practicum. Example for Product Sales Presentation:

	Judge 1	Judge 2	Judge 3
Judge's high score for any student	190	175	160
Student A	175		
Student B		170	
Student C			160

Using regular scoring, student A would have the highest product sales score (due to judge # 1 giving higher scores). Student B would be second and student C would be third.

Using percentage scoring:

Student A would have a product sales score of 184 (175/190) x 200
Student B would have a product sales score of 194 (170/175) x 200
Student C would have a product sales score of 200 (160/160) x 200
Student C would have the high product sales score among the group, Student B would be second, and Student A would be third.

Formula: Student score =

$$\left[\frac{\text{Points given for student by a judge}}{\text{Maximum points given by that particular judge}}\right] \times 200$$

6. **Tie scores among teams should be broken using the high individual team member's score**. In case the scores are tied, the scores of the second high individual on each team should be used. If the tie cannot be broken using this method, the highest written test score of the high individual on each team will be used. If a tie still exists, the high Product Sales Presentation score of the high individual on each team will be used to break the tie.

Event Rules and Regulations

1. The event will consist of three or four students per team. A team may compete with less than four members, as only the top three individual scores will be used in the calculation of the team score. It should be noted that the National FFA Ag Sales CDE uses four individual scores to calculate the team score.
2. Team members will work individually.
3. Official FFA dress is required for all participants. A 10% penalty will be assessed per individual not in FFA official dress as identified in the current edition of the FFA Manual. FFA Official dress will be evaluated by the contest proctors and superintendents in accordance with the current edition of the Official FFA Manual.
4. Teams are requested to submit **one copy** of each contestant's **Product Summary Sheet**, to the State FFA Convention registration/information desk, located near the Hearnes Center East entrance, by ***12:00 p.m. NOON on Thursday*** of the state FFA convention. Materials for all team members should be submitted in a single 9" x 12" manila envelope with school identification on the outside of the envelope. It is suggested that students keep a back-up copy of their respective information.
5. Students may not participate in the Agricultural Sales CDE and Prepared Public Speaking, Extemporaneous Public Speaking, and Parliamentary Procedure CDEs at the state level in the same year.

References

Required:

Agricultural Business Sales, Marketing and Management (1997), Curriculum Guide, Instructor (10-9203-I), Student (10-9203-S), Instructional Materials Laboratory. Available at: http://www.missouricareereducation.org/home.php

Optional:

Jobweb – Career Development and Job-Search Advice for New College Graduates. www.jobweb.org (reference for resume development and interview skills).

National FFA Career Development Events Handbook, Agricultural Sales. www.ffa.org

http://wvata.wsu.edu/CDEs.html

Forms

See following pages for Form A, Score Sheet A, Score Sheet B, Score Sheet C, and Score Sheet D.

Product Summary Sheet

FORM A

(See Product Sales Presentation Items D, E and F for details)

Contestant: _____

Representation (company/school): _____

Agriculture Instructional Area (see Part I-B): _____

Role customer (event judge) is to play:

Product to be sold:

Features of the product:

Method of demonstration:

Sales call objective:

Product or service price:

Examples of competing products and their prices:

Score Sheet A

Product Sales Presentation Score Card and **Evaluation Criteria**

Name: _____ Contestant #: _____

School: _____ School #: _____

PRODUCT SALES PRESENTATION SCORE CARD					
	Poor	Fair	Good	Excellent	Contestant's Points
A. Pre-approach (60)	0 – 15	16 – 30	31 – 45	46 - 60	
B. Approach (20)	0 – 5	6 – 10	11 – 15	16 – 20	
C. Demonstration (60)	0 – 15	16 – 30	31 – 45	46 - 60	
D. Customer Objections (20)	0 – 5	6 – 10	11 – 15	16 – 20	
E. Closure (40)	0 – 10	11 – 20	21 – 30	31 - 40	
Total Points 200					

Evaluation Criteria

A. Pre-approach
   1. Project 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 trail closes

D. Handling possible customer objections
   1. Identify customer objections
   2. Handle customer objections

E. Closing the sale
   1. Ask for the order
   2. Recognize closing opportunities

Score Sheet B

Sales Situation Practicum – Customer Relations Activity

Name: _____ Contestant #: _____

School: _____ School #: _____

Customer Relations Activity Scorecard		
	Possible Points	Contestant's Points
Introduction - Identify Yourself - Purpose of call (if applicable) - Establish Rapport	10	
Attitude - Pleasant - Friendly - Professional - Empathetic	20	
Information via Customer Interaction - Probing to Determine the Problem - Clarifying the Problem	25	
Development of a Solution - Evidence of Product Knowledge - Overcome Customer Objections	30	
Closing - Get Customer Agreement - Review and Closure	15	
TOTAL POINTS	**100**	