

# Minnesota FFA Agricultural Sales Career Development Event

## Purpose

The purpose of the Minnesota FFA Agricultural Sales Career Development Event is to evaluate skills that are essential for an individual to be successful in the agricultural sales field. The process of selling agricultural products is essential for production and marketing of agricultural products

## Objectives

- a. Develop verbal, written and interactive communication skills.
- b. Discuss features and benefits of a product.
- c. Identify potential customer objections.
- d. Demonstrate knowledge of proper product use.
- e. Identify prospective customers through marketing data.
- f. Introduce the product to prospective customers.
- g. Develop a sales call that determines and addresses customers' needs and objections.
- h. Understand the basic business structure necessary to sell and deliver a product.
- i. Attempt to close the sale by asking for customer's buying decision.
- j. Establish and build customer confidence in the product.

## Event Rules

- a. The team will be composed of four students, and all four individual scores will count toward the team total. A team may compete with less than four members, but is only eligible for individual awards.
- b. It is highly recommended that participants wear FFA Official Dress for this event.
- c. Any participant in possession of an electronic device in the event area is subject to disqualification.

## Event Format

The event will be composed of three parts. Individual scores will be comprised of the written exam & individual sales activity. The team score will be comprised of the team activity & all individual scores. The product(s) utilized in the event and activity examples will be announced during the summer before the convention on the Minnesota CDE webpage. Provided product information may include appropriate company information and a price list.

**Sales Items:** 25/26 - Pioneer Seed Corn. 26/27 - Purina Lick Tubs. 27/28 - Hummingbird Fish Finder. 28/29 - Dewalt Grinders.

The written exam is designed to evaluate an individual's knowledge of sales skills. The listed resources will be used as a basic resource but the questions will be generated based on basic sales concepts. The test will not exceed thirty (30) questions and forty-five (45) minutes. The questions will consist of multiple choice, fill-in-the-blank, short answer, & essay formats. Point values will be assigned to each question based on the skill level of the question.

### Team Activity - 150 points

1. Each participant will be allowed to bring a one-inch binder to the team activity containing the provided product information and any other information gathered by the participant.
2. Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making, and oral communications.
3. The following information will be provided to the team at the event as if they were a group of salespeople working together to develop the pre-call planning before conducting a sales call.
  - a. Product information (before the event)
  - b. Profiles of different customers
4. The team will be provided with paper and writing utensils. No presentation equipment, such as laptops, flipcharts, or dry erase boards, will be allowed.
5. The team will then develop the strategy (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face sales call. This strategy should include, but not be limited to:
  - a. Determining potential customer needs and wants.
  - b. Identify features and benefits of the product(s) that address the customer's needs and wants.
  - c. Identify potential customer objections and prepare to address them.
  - d. Identify possible related/complementary products and their suggestive selling strategies.
  - e. Develop information-gathering questions to clarify the customer's needs and wants.
6. Teamwork and involvement of team members will be judged during this event. Students are expected to justify their decisions based on selling principles
7. The team will be given twenty (20) minutes to analyze the information given and develop a presentation to provide the information listed above. During this twenty (20) minute period, the team will be judged using the team activity scorecard found in this chapter.
8. At the conclusion of the twenty (20) minutes, the team will present to the judges who are acting as the team's immediate supervisors. The presentation will be no longer than ten (10) minutes. At the conclusion of the presentation, the judges will have ten (10) minutes to ask questions of all team members. The questions will be taken from all aspects of the team event.

### Individual Sales Activity - 150 Points

Information and product(s) from the team activity will be used in the individual sales activity. (Individual activity will be conducted after the team activity.) Participants will directly sell the product(s) to judge(s). The judge(s) will fit one of the customer profiles identified in the team pre-call planning activity. The judge(s) will act as a real customer which may include not buying the product.

Participants will have to establish rapport with the customer and ask probing questions to ensure they meet the customer's needs. Participants will have twenty (20) minutes to interact with the judge(s).

Participants are allowed to use their one-inch product information binder during the individual activity.

### Scoring

Individual	Team
Written Exam (100 Points)	400 Points
Individual Sales Activity (150 Points)	600 Points
	Team Activity <u>150 Points</u>
	<b>Total Points <u>1,150 Points</u></b>

## **Tiebreakers**

### **Individual**

In the event of a tie in the individual scores, the highest individual sales activity score will break the tie. If the tie cannot be broken using the individual sales activity score, the highest written exam score will be used. If a tie still exists, the highest team activity score will be used to break the tie.

### **Team**

In the event of a tie in the team scores, the highest team activity score will break the tie. If the tie cannot be broken using the team activity score, then the total individual sales activity scores will be used. If a tie still exists, the total written exam scores will be used to break the tie.

## **References and Resources**

This list of references is not intended to be all-inclusive. Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

1. CRISP Publications, 1200 Hamilton Court, Menlo Park, CA 94025-1427. 1-800-442-7477. FAX 650-323-5800.
  - Professional Selling, Rebecca L. Morgan, ISBN 0-931961-42-4
  - Sales Training Basics, Elwood N. Chapman, ISBN 1-56052-119-8
  - Closing, Virden J. Thorton, ISBN 1-56052-318-2
2. Ditzenberger and Kidney, Selling-Helping Customers Buy, South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 0538605316.

## Agricultural Sales CDE Team Event Planning Scorecard

Chapter Name:

<b>Planning Phase Skills</b>	<b>Contestant 1</b>	<b>Contestant 2</b>	<b>Contestant 3</b>	<b>Contestant 4</b>	<b>Points Possible</b>	<b>Points</b>
How well did each team member participate by analyzing and providing input to the solution?					<b>8</b>	
How well did each team member communicate with the rest of the team members?					<b>10</b>	
How well did each team member demonstrate effective listening skills?					<b>10</b>	
How well did each team member respect the input of other team members?					<b>9</b>	
What level of knowledge did the team have of the products they are selling?					<b>12</b>	
Did the team accurately analyze all the information for each customer type?					<b>12</b>	
Did the team identify customer needs and wants, and prepare quality questions to help clarify the customer's needs and wants?					<b>12</b>	
<b>Total Points for Planning Phase</b>					<b>73</b>	

## Agricultural Sales CDE Team Event Presentation Scorecard

Chapter Name:

<b>Presentation Phase Skills</b>	<b>Contestant 1</b>	<b>Contestant 2</b>	<b>Contestant 3</b>	<b>Contestant 4</b>	<b>Points Possible</b>	<b>Points</b>
Did the team identify products for each customer type based on their product's features and benefits and the customer's anticipated needs and wants?					<b>15</b>	
How well did the team identify potential objections for each customer type and how to address them?					<b>12</b>	
Were complementary/related products also identified?					<b>10</b>	
Were the decisions made by the team based on sound sales principles using the information they were given?					<b>12</b>	
Was the presentation delivered professionally?					<b>8</b>	
Did all team members participate in the presentation?					<b>8</b>	
Were the questions answered correctly by all team members?					<b>12</b>	
<b>Total Points</b>					<b>77</b>	

## Individual Sales Call Scorecard

**Student Name:** \_\_\_\_\_ **Chapter Name:** \_\_\_\_\_

<b>Skills</b>	<b>Points Possible</b>	<b>Points</b>
Did the sales person identify themselves with a good first impression?	5	
Did the student ask questions/dialogue in an attempt to build personal rapport with you?	8	
Did the student actively listen to your personal comments when you answered?	8	
Did the student use the information from your answers to further establish personal rapport?	8	
Did the student ask questions to learn about your business?	10	
Did the student listen to the answers about your business you provided?	10	
Did the student confirm and discover your needs and wants?	12	
Did the student apply the features/benefits of their product to your needs/wants?	16	
Did the student allow you to participate in matching your needs/ wants to their product features?	15	
Did the student effectively use trial close (gain acceptance on a point, identify customers willingness to buy or a closing opportunity?)	11	
Did the student listen to and clarify your objections	14	
Did the student apply and discuss the features/benefits of their product to address your objections?	13	
Did the student clearly close or attempt to close the sale?	20	
<b>TOTAL POINTS</b>	<b>150</b>	

Ag Sales Judging Schedule			
Team	Planning	Presentation	Sales Activities
1	7:30	7:55	8:20
2	7:55	8:20	8:45
3	8:20	8:45	9:10
4	8:45	9:10	9:35
5	9:10	9:35	10:00
6	9:35	10:00	10:25
7	10:00	10:25	10:50
8	10:25	10:50	11:15
9	10:50	11:15	11:40
10	11:15	11:40	12:05
11	11:40	12:05	12:30
12	12:05	12:30	12:55
13	12:30	12:55	1:20
14	12:55	1:20	1:45
15	1:20	1:45	2:10
16	1:45	2:10	2:35