

Agricultural Sales (Team)

2012 Chairperson: Katie McWhirter, Columbus Junction

Committee Personnel:

Irv Meier, Wapello – Scoring Coordinator

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I. 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.

II. Event Rules

The rules governing the State event is as follows:

- A. Each school shall enter a team composed of four participants. Team members must all be members of the same FFA chapter. All four scores count to team score. A team may compete with less than four members, but is only eligible for individual awards.
- B. Official FFA dress is highly recommended of all participants.
- C. Teams will need to pick up their team information from the registration desk on the first day of conference.
- D. Any participant in possession of an electronic device in the event areas is subject to disqualification.

III. Event Format

The event will be composed of three parts. Individual scores will be comprised of the written exam and individual sales activity. The team score will be comprised of the team activity and all individual scores.

The product(s) utilized in the event will be announced prior to the event in an email sent to advisors and on the Iowa FFA Website. Provided product information may include appropriate company information and price list.

A. Individual Written Exam – 100 points (400 points total)

The written exam is designed to evaluate an individual’s knowledge of sales skills. The listed resources will be used as a basic resource. The questions will be multiple choice.

B. 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 prior to conducting a sales call.
 - a. Product information (before event)
 - b. Profiles of different customers (before event)
4. Presentation equipment such as laptops, flipcharts, or dry erase boards will be allowed.
5. The team will develop the strategy (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face 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/complimentary products and their suggestive selling strategies.
 - e. Develop information gathering questions to be utilized in clarifying the customer’s needs and wants.
6. Students are expected to justify their decisions based on selling principles.
7. The team will develop a presentation to provide the information listed above prior to the event. 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.

C. Individual Sales Activity – 150 points

Information and product(s) from the team activity will be used in the individual sales 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 ten (10) minutes to interact with the judge(s).

IV. Scoring

	<u>Individual</u>	<u>Team</u>
Written Exam	100 points	400 points
Individual Sales Activity	150 points	600 points
Team Activity		<u>150 points</u>

Total Points

1,150 points

See score sheets for scoring of each part.

V. References and Resources

This is the list of references that is not intended to be 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
 - *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, ISBN 0538605316.

These can be found online at book retailers or from the company themselves.

VI. Awards

Awards Sponsored through the National FFA Foundation	
Champion Team	State Winning Plaque
Awards Sponsored through the Iowa FFA Foundation	
Champion Team	Cash Award for travel to National Convention
Reserve Champion Team	Plaque
Top 10 Teams	Rosettes
Members of Top 10 Teams	Rosettes
Top 10 Individuals	Rosettes
1 st and 2 nd Place Individuals	Plaques
Sales Presentation Top Team/Individual	Plaques
Objective Test Top Team/Individual	Plaques
Practicum Top Team/Individual	Plaques
Market Analysis Top Team	Plaque
All Teams/Individuals	Certificates

All awards subject to available sponsorship through the Iowa FFA Foundation.

VII. Scoring Rubrics/Judging Sheets

Agricultural Sales CDE
Individual Event Scorecard

Chapter Name: _____

Student's Name: _____

Skills	Points Possible	Points Earned
Did the salesperson 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 trail close (gain acceptance on an 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	
TOTAL POINTS	150	

Agricultural Sales CDE
Team Event Scorecard

Chapter Name: _____

Skills	Points Possible	Points Earned
What level of knowledge did the team have of the products they are selling?	15	
Did the team accurately analyze all the information for each customer type?	15	
Did the team identify customer needs and wants, and prepare quality questions to help clarify the customer's needs and wants?	15	
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?	19	
How well did the team identify potential objections for each customer type and how to address them?	16	
Were complimentary/related products also identified?	14	
Were the decisions made by the team based on sound sales principles using the information they were given?	16	
Was the presentation delivered professionally?	12	
Did all team members participate in the presentation?	12	
Were the questions answered correctly by all team members?	16	
TOTAL POINTS	150	