

Agricultural Sales (Team)

2010 – 2011 Chairperson: Katie McWhirter, Columbus Junction

Committee Personnel:

Irv Meier, Wapello – Scoring Coordinator

Justin Lamb, Pekin

Mike Striegel, Oskaloosa

Ann Johnston, Fairfield

Julie Crozier, Lone Tree

Jeff Mayes, Reinbeck

I. Overview

1. Understand and demonstrate the professional sales process in agribusiness.
 - a. Preparing to sell
 - i. Targeting customers
 - ii. Customers buying motives
 - iii. Product information
 - b. Developing sales skills
 - i. Approaching the customer
 - ii. Determining customer needs and wants
 - iii. Planning a feature-benefit sales presentation
 - iv. Making a feature-benefit sales presentation
 - v. Handling customer objections
 - vi. Closing the sale
 - vii. Suggestion selling and reassurance
2. Develop the ability to build customer confidence in you and your product.
 - a. Dealing with typical customer problems
 - i. Return of merchandise
 - ii. Defective merchandise
 - iii. Lack of understanding in use of merchandise
 - b. Determine customer complaints
 - c. Determine basis for complaint
3. Determine proper course of action to resolve the issue
Utilize market research data to establish goals for sales campaigns and to target prospective customers.
 - a. Analyze market research data for a given product and area (i.e., prior sales, potential clientele, competition)
 - b. Relate market research data to the development of annual measurable marketing goals
 - c. Understand the “life cycle” of a product
 - d. Write measurable marketing goals
 - e. Identify appropriate activities for a market area sales force based on performance
4. Develop the ability to research sales careers and strategies for employment.
5. Demonstrate the ability to successfully perform an agricultural sales presentation.
 - a. Grooming
 - b. Dress
 - c. Poise
 - d. Attitude
 - e. Knowledge related to product

6. Identify career options in agricultural sales and determine specific entry requirements.

II. Rules

The rules governing the State event is as follows:

1. 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.
2. Official FFA dress is required of all participants.
3. Each participant will participate in four phases of the event: An objective test, oral sales presentation, market analysis, and practicum.
4. On the first day of the State Conference, from 8:30 am -12:00 noon, three copies of the participants' project summary sheet (see guideline for project summary sheet in event activities) shall be given to the CDE chairperson near registration at the State Leadership Conference. **COPIES MAILED TO THE DE WILL NOT BE ACCEPTED.**
5. The copies should be placed in three separate manila envelopes (not file folders). The students name and school post office should appear on the outside on the envelope. Participant will also provide three copies of all written/brochure information used in the sales presentation. **THIS MEANS YOU SUBMIT 12 TOTAL ENVELOPES, 3 COPIES X 4 TEAM MEMBERS = 12 ENVELOPES.**
6. Participants will receive at that time a time schedule for the activity to plan their schedule.
7. Participants shall report to the CDE chairperson of the event in Conference Center at 7:45 am on event day to the contestants with the event starting promptly at 8:00 a.m. according to the time schedule handed out to the participants.

EVENT ACTIVITIES

I. Sales Presentation

- A. All participants will conduct a sales presentation.
- B. Official FFA dress is required.
- C. The participant will select an agricultural product representing one of the seven 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
- D. Guidelines for the Project Summary Sheet (One page, 8 1/2" x 11", one-sided, single spaced, 10 point font)
 1. Participant's name
 2. Statement of situation, circumstances, locations, etc.
 3. Representation (company/chapter)

4. Product to be sold
 5. Features of the product
 6. Product structure
 7. Warranty
 8. Service availability
 9. Demonstration of function
 10. Competitors and pertinent information
 11. Price
 12. Closing statements or method
- E. Each participant will be allowed seven minutes for his/her presentation with a verbal time warning at 5 minutes. The presentation will conclude at seven minutes. An additional three minutes will be allowed for judges to ask questions to clarify any part of the sales presentation or give constructive comments on how to improve.
- F. The event will operate with three sets of judges for every 20 teams. Each set of judges will consist of two qualified individuals. One judge will serve as the customer for all presentations. No two team members will be judged by the same set of judges.
- G. Evaluation Criteria
1. Pre-approach
 - a. Project summary sheet
 - b. Preparation for sale
 - c. Product knowledge
 2. Approach
 - a. First impression
 - b. Create customer attention
 - c. Determine customer wants
 - d. Establish rapport
 3. Demonstration
 - a. Feature and related customer benefits
 - b. Allow customer to participate
 - c. Attempt trial closes
 - d. Handling Customer
 4. Objections
 - a. Identify customer objections
 - b. Handle customer objections
 5. Closing the Sale
 - a. Ask for the order
 - b. Recognize closing opportunities

See the scoring criteria in the "Scoring Rubrics/Judging Sheets" section at the end of these rules.

II. Objective Test

The objective test is designed to determine team members' understanding 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; customer prospecting; job application; and interviewing for a sales position.

- A. The test will be taken online administered by a 3rd party school employee designated by the school principal. The proctor of the test may be the principal, school librarian or counselor acting as proctor. All contestants from that school must take the test at the same time.

- B. The date and time for the test will be distributed by the Iowa FFA. The password for the test will be sent directly to the proctor.
- C. Team members must work individually. The test is closed book and no help from the proctor or other contestants is allowed.
- D. The test will consist of 50 multiple choice questions with 50 minutes allowed for completion of this section of the event.
- E. Fifty (50) points are allowed for this section of the event, one point per question.
- F. The test will be based on the list of references in the “Resource Information” section of these rules.
- G. More than 4 students may take the test locally; however, only 4 may participate in the remainder of the event at the state level.

III. Market Analysis

- A. This part of the event will use the team approach, with the four team members working together.
- B. Each participant will receive a profile of an existing market situation for a product or company that can include product descriptions, existing competition, production capacity or product availability, pricing, description of present and/or potential retailers and demand; transportation, distribution and storage information; and existing marketing problems.
- C. The team will demonstrate group problem-solving/decision-making skills by using marketing data to establish a set of realistic marketing goals.
- D. Time will be limited to 30 minutes: 20 minutes preparation, 10 minutes presentation.
- E. The team’s answer will be limited to one handwritten page.
- F. THE TEAMS WILL BE EMAILED THE PROFILE FOUR DAYS PRIOR TO THE EVENT.
- G. NO PREPARED MATERIALS OR NOTES MAY BE BROUGHT INTO THE PREPARATION ROOM.

Market Analysis Evaluation Criteria

1. Goals
 - a. Realistic and attainable
 - b. Relate to marketing scenario
2. Creativity
 - a. Evidence of innovative thought in marketing goals
 - b. Explanation to support development of goals
3. Completeness
 - a. Short-term goals (less than or equal to 1 year)
 - b. Long-range goals (more than 1 year)
 - c. Mix of both long- and short-term range goals
4. Neatness and Grammar
 - a. Legible handwriting
 - b. Correct spelling
 - c. Proper punctuation
5. Proper Marketing Mix
 - a. Correct utilization of market research data (price, product, promotion, place) to determine goals
6. Knowledge of the Marketing Concept
 - a. Goals show evidence of student knowledge of the customer orientation and ease of purchase
7. Evaluation and Control Procedures
 - a. Goals written in measurable format
 - b. Goals indicate comprehension of the market situation
8. Established Leadership Roles

9. Involvement by Everyone in Presentation

See the scoring criteria in the “Scoring Rubrics/Judging Sheets” section at the end of these rules.

IV. Practicums

- A. Each participant will complete one of three designated practicums in the event.
- B. The team will be informed of the assigned practicum when they turn in their sales materials on the preceding day of the event.
- C. Each team member will complete the same practicum which is worth a total of 50 points per team member.

Practicum: Customer Relations

- A. The CDE chairperson will select a scenario realistically portraying a customer relations problem that may occur in agricultural sales and involves both technical information and human relation problems.
- B. The sales person (participant) will be provided with the company policy or philosophy concerning merchandise return and refunds prior to performing the practicum.
- C. Types of problems which may be used are:
 - 1. Return of merchandise sold
 - 2. Defective merchandise
 - 3. Lack of understanding in use of merchandise
- D. After assembling as a group, participants will draw for the order in which they participate.
- E. The participant will participate in a room in which a “customer” will enter and explain a specific complaint.
- F. Using the guidelines provided to the participant prior to entry into room, the participant will attempt to work with the customer to determine the basis for the complaint and determine the proper course of action to resolve the issue.
- G. Ten (10) minutes will be allowed for the participant to demonstrate his/her customer relations skills. There will be an eight minute warning.
- H. Two judges will be used and their scores will be averaged. One judge will serve as the “customer.”

See the scoring criteria in the “Scoring Rubrics/Judging Sheets” section at the end of these rules.

Practicum: Order Taking/Customer Service

- A. The participant will demonstrate skills used when taking and order an incorporating problem solving or suggestive selling of additional product.
- B. The CDE Chairperson will select a scenario typical for an agricultural supply company. The participants will be provided with a promotional flyer, catalog or other promotional material that has been mass mailed to select agricultural prospects and customers.
- C. Participants will also be provided with an order form and any updated information since the mailing of the promotional material. This may include such information as out of stock or price updates.

- D. Participants will be given a scenario and supportive materials ten (10) minutes before the events and will have ten (10) minutes to demonstrate the skills interactively with all judges at the 10 minute warning.

See the scoring criteria in the “Scoring Rubrics/Judging Sheets” section at the end of these rules.

III. Resource Information

1. Employment in Agribusiness - Developed by the Mid-American Vocational Curriculum Consortium.
2. Agri-Selling, by Downey, Jackson, Stevens. Century Communications, Inc., 5520-G West Touhy Avenue, Skokie, IL 60077, 1984.
3. Agricultural Sales, Chris G. Yorke, ACRO Press, 1925 Main Street, Vancouver, WA 98660 (360) 693-9101
4. Agribusiness Sales, Marketing and Management, Ron Schneiderheinze, Christina Wood, Instructional Materials Laboratory, London Hall, University of Missouri, Columbia, MO 65211 (1800-669-2456 or (573) 882-2883)
5. Selling- Helping Customers Buy, Ditzenberger and Kidney, South-Western Publishing Company, Cincinnati, OH, 1992, (1-800-543-7972) ISBN 0538605316
6. Introduction to Agribusiness, Seperich, Woolverton, Beierlein, Prentice Hall Career and Technology, 1994, Publisher’s address: Englewood Cliffs, NJ 07632
7. Agri-Marketing Technology, Selling and Distribution in the Agricultural Industry, Jasper Lee, James G. Leisning, David E. Lawver, Interstate Publishers, Inc., Danville, IL

IV. Scoring and Ranking of Teams and Participants

- a. The event will consist of 200 total possible points per team member: test = 50 points, sales presentation = 100 points, and practicum = 50 points; and team practicum of market analysis = 50 points, for a possible team score of 850 points.

Phases	Scoring
Test	50 points
Sales Presentation	100 points
Practicum	50 points
Total Individual Score	200 points
4 Participants Total Score Possible	800 points
Market Analysis (TeamEvent)	50 points
Total Team Score Possible	850 points

- b. Team and individual tie scores will be broken: (a) the highest sales presentation score; (b) second by the highest written test score; and (c) third by the practicum score.
- c. Teams will be ranked into groups designated “Gold Emblem,” “Silver Emblem,” and “Bronze Emblem.” Teams which do not have four members or which violate any rule will be listed as “Participation” rating.
- d. The team winner on all phases combined will be designated the “Iowa Champion FFA Agricultural Sales Team” and will represent Iowa in the National FFA Agricultural Sales Career Development Event at the National FFA Convention.

V. 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.

VI. Scoring Rubrics/Judging Sheets

Ag Sales CDE: Sales Presentation Score Card

Participant Name: _____	School PO: _____
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Points Possible	Excellent	Good	Fair	Participant Points
Pre-Approach	30 - 24	23 - 16	15 - 8	
Approach	10 - 8	7 - 6	5 - 4	
Demonstration	30 - 24	23 - 16	15 - 8	
Customer Objections	10 - 8	7 - 6	5 - 4	
Closure	20 - 16	15 - 10	9 - 4	
Total Points	100			

Ag Sales CDE: Marketing Analysis Score Card

Participant Name: _____

School PO: _____

	Points Possible	Participant Points
Goals	3	
Creativity	5	
Completeness (Long/Short Range Goals)	3	
Neatness and Grammar	6	
Proper Marketing Mix (price, product promotion, place)	10	
Knowledge of Marketing Concepts	10	
Evaluation and Control Procedures	3	
Established Team Leadership Roles	5	
Involvement by Everyone in Presentation	5	
Total Points	50	

Ag Sales CDE: Order Taking/ Customer Service Practicum Score Card

Participant Name: _____	School PO: _____
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	Points Possible	Participant Points
Introduction Identify Yourself, Establish Rapport	5	
Attitude Pleasant, Friendly, Professional, Empathetic	10	
Clarify and Confirm the Order Repeat Each Item, Confirm the Availability Include Product Number if Appropriate	15	
Suggestive/Consultative Selling Suggest Related Products, Note Items on Special Offer Substitute for No Stock Items	14	
Close the Order Repeat the Order, Ask for Other Needs Confirm Delivery Date	6	
Total Points	50	

Ag Sales CDE: Customer Relations Practicum Score Card

Participant Name: _____	School PO: _____
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	Points Possible	Participant Points
Introduction Identify Yourself; Purpose of Call (if applicable) Professionalism, Empathy, Grammar	5	
Attitude Pleasant, Friendly, Establish Rapport	5	
Information Via Customer Interaction Determine the Problem, Clarify the Problem	20	
Develop Solution Evidence of Product Knowledge Overcome Customer Objectives	15	
Closing Get Customer Agreement, Review and Closure	5	
Total Points	50	