

# 4 CHAPTER

NATIONAL FFA

# AGRICULTURAL SALES

CAREER DEVELOPMENT EVENT

*A Special Project of the National FFA Foundation*

## IMPORTANT NOTE

*Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all National FFA Career Development Events.*

## I. PURPOSE

The purpose of the Agriculture Sales Career Development Event is to provide an individual with the basic skills to take advantage of the career opportunities offered in the agricultural sales field. Sales are an essential part of a market economy. Agricultural products benefit from sales skills, both for inputs for production and the marketing of the products.

## II. OBJECTIVE

The objective is to develop the skill sets necessary to be successful in sales. These would include the following:

### A. Communication Skills

1. Verbal Communication.
2. Written Communication.

3. Interactive Communication - to be able to listen and question in order to gather information.

### B. Product Knowledge

1. Features and benefits of a product.
2. Identifying potential customer objections.
3. Knowledge of proper product use.

### C. Sales Process

1. Identifying prospective customers through marketing data.
2. Developing an approach that introduces your product to your prospective customer.
3. Develop a sales call that determines and addresses customers needs and objections.
4. Attempt trial closes to confirm customer interest.

5. Understand the basic business structure necessary to sell and deliver a product.
6. Attempt to close the sale by asking the customer to make a buying decision.

#### D. Maintaining Customers

1. Establish and build customer confidence in you and your product.
2. Address customer complaints including:
  - a. Defective merchandise.
  - b. Maintain customer contact and place additional orders for sales.
  - c. Review product performance.

### III. EVENT RULES

1. **Team Make-up-** The event will be a team event consisting of four students. All four students' scores count toward the team total. A team may compete with less than four members.

### IV. EVENT FORMAT

The model agricultural sales event will consist of four parts:

- Team Sales Situation
- Written Test
- Sales Call
- Sales Situation

All team members will participate in the written test and sales call components of the event. Using the team approach, each team competes as a group in the team sales. One of the following sales situations will be conducted each year for all participants. Those sales situations are:

- Customer Relations
- Order Taking/Customer Service
- Customer Prospecting

#### A. Team Sales Situation (200 Points)

The Team Sales Situation is the team activity. Team members work together to demonstrate group dynamics, problem solving, data analysis, decision making and oral and written communication skills.

The following information will be provided to the team as if they were a group of professional salespeople:

1. A product (including features and price - if applicable)
2. Market situation (including competition)
3. Several potential customers

The team will then develop all the strategy necessary to prepare to sell the product in a face to face sales call. This strategy should include but not be limited to:

1. Determining potential customer needs and wants.
2. Identifying features and benefits of the products to address customers' needs and wants.
3. Identifying potential customer objections and prepare to address them.
4. Identifying potentially related products and suggested selling strategies.
5. Developing a sales plan and goals for each customer.

It is critical to remember that in addition to the final presentation being judged, teamwork and equal involvement of all team will also be judged. Also it is critical to not only state what you chose to do, but why you chose to do it. In selling there are no absolute right or wrong answers. Demonstrating the basic fundamentals necessary to accomplish your goal is essential. Members will be expected to participate. The judges will act as the audience, but will not engage in dialog during the presentation. Participants may utilize any

materials provided in the team event for the presentation. It is important that all team members speak up during the entire process so that the judges can hear what is being said, and so they can observe how the team is working together.

Each team will be given twenty-five (25) minutes to examine all information provided, discuss and develop ideas and prepare a presentation. Teams may bring a laptop computer and utilize PowerPoint for their presentations. If a laptop computer is utilized, the presentation will be presented on the laptop screen. Projectors will not be allowed. Desktop computers will not be allowed. Each team will be responsible for the power supply for their computer. Each team will then have ten (10) minutes with an eight (8) minute warning to make their presentation followed by five (5) minutes for questions.

### Scoring Criteria for Team Sales Situation

1. **Teamwork Evaluation (50 points), 25%**
  - a. Leadership roles easily perceived.
  - b. Participation by each member of the team.
  - c. Members demonstrated effective listening and communication skills.
2. **Analysis of the information (40 points), 20%**
  - a. Clearly identify the product features and the market for that product.
  - b. Provided information and data is analyzed and utilized.
  - c. Demonstrate the use of basic sales skills.
3. **Quality of the Team's Solution (70 points), 35%**
  - a. Identify sales goal for each customer and or market segment.
  - b. Identify the key benefits of the product.
  - c. Identify potential customer objections and develop strategies to address those objections.

- d. Possible solutions are discussed and analyzed.
- e. Justify decisions

#### 4. **Presentation (20 points) 10%**

- a. Presents team's solution.
- b. Overall delivery professional and well thought out.
- c. Presentation is clear and effective.
- d. All team members participated.

#### 5. **Questions are Taken From: (20 points) 10%**

- a. Teamwork evaluation.
- b. Analysis of the information.
- c. Presentation

**TOTAL - 200 POINTS**

### B. Individual Activities

#### 1. **Objective Written Test (100 points)**

The objective test of the Agricultural Sales Career Development Event is designed to evaluate an individual participant's knowledge of the basic sales skills. Using the listed references as a resource, a twenty-five (25) question test will be administered with four points awarded for each correct answer for a possible score of one hundred (100) points. Each participant will have forty (40) minutes to complete the test. True/False, multiple choice, essay and short answer questions may be utilized.

#### 2. **Sales Call (100 points)**

- a. 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

- b. The size of any props and products will not exceed what an individual participant can handle and will fit on a standard 30 inch x 48 inch folding table. In the event more than one team member sells the same product, each individual team member must have their own props allowing all team members can compete at the same time.

**Note:** No flammable or corrosive materials can be brought into the event area.

- c. The participant will give three copies of the participant's project summary sheet (see "d") to the judges before beginning their Sales Presentation. The judges will inform the participant when they are ready to begin.
- d. The product summary sheet will be **one page, single sided and 12 pt. font (Times, Times New Roman or Arial)**. Participant's name and state will be in the upper left-hand corner. The product summary sheet should clearly state the role of the customer (event judge). Examples include dairy farmer, purchasing agent, etc. The summary sheet should include the following:

- Representation (company/chapter)**
- 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 two or more competing products and their prices**

- e. Each participant will be allowed fifteen (15) minutes for his/her sales call with a time warning at twelve (12) minutes.

The sales call will conclude at fifteen (15) minutes. The sales call will be interactive between the participant and all judges.

- f. No two team members will be judged by the same set of judges.

### 3. Practicums - Sales Situations (100 Points /Individual)

All participants will compete in the same sales situation. One of the following three sales situations will be selected and announced at the team orientation meeting. The sales situation will be worth a total of one hundred (100) points per team member. The sales situations are:

- Customer Relations
- Order Taking /Customer Service
- Prospecting for New Customers

Sales situations will follow the rotational theme schedule as listed below.

#### Sales Situation Theme Rotational Pattern

- 2006 Animal Industry
- 2007 Crop Industry
- 2008 Natural Resources
- 2009 Agriculture Mechanics
- 2010 Horticulture Industry

#### a. Customer Relations (100 Points)

The event officials 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. The sales person (participant) will be provided with the company policy or philosophy concerning merchandise return and refunds prior to performing the sales situation. It is possible the salesperson will have to develop a solution independently if the company policy does not specify one for the particular scenario. In this case the salesperson will be evaluated on their

creativity, judgment and application of the philosophy of the company. The participant will have to obtain the majority of the information necessary to solve the problem by interaction with the customer.

Examples of problems that may be used are:

1. Return of defective merchandise sold.
2. Lack of understanding in use of merchandise.
3. Calming and regaining trust of a dissatisfied customer.

The participants will be given a scenario containing the guidelines for the situation. The participants will be allowed ten (10) minutes to look over the information. The participants may make notes as needed on the scenario and use the notes throughout the judging. They must return the scenario to the event staff before they exit the area.

Twelve (12) minutes will be allowed for the participants to demonstrate their customer relations skills. There will be ten (10) minute warning. The sales situation will be interactive with all judges and their scores will be averaged.

**b. Order Taking/Customer Service  
(100 Points)**

The participants will demonstrate the skills used when taking an order and incorporating problem solving and/or suggestive selling of additional product(s).

The event officials 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. 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.

Participants will be given the scenario and supportive materials ten (10) minutes before the event and will have twelve (12) minutes to demonstrate the skills interactively with all judges with at ten (10) minute warning.

**c. Prospecting for New Customers  
(100 Points)**

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 ten (10) minutes to read over the product description and the sales situation. Twelve (12) minutes will be allowed with a ten (10) minute warning to interact with the judges. The situation will be interactive with all judges.

**V. SCORING**

**Team Sales Situation**

**Teamwork Evaluation (25%) . . . . . 50**

- Leadership roles easily perceived.
- Participation by each member of the team.
- Members demonstrated effective listening and communication skills.

**Analysis of the information (20%) . . . . . 40**

- Clearly identify the product features and the market for that product.
- Provided information and data is analyzed and utilized.
- Demonstrate the use of basic sales skills.

**Quality of the Team’s Solution (35%) . . . . 70**

- Identify sales goal for each customer and or market segment.
- Identify the key benefits of the product.
- Identify potential customer objections and develop strategies to address those objections.
- Possible solutions are discussed and analyzed.
- Justify decisions.

**Presentation (10%) . . . . . 20**

- Presents team’s solution.
- Overall delivery professional and well thought out.
- Presentation is clear and effective.
- All team members participated.

**Questions are Taken From: (10%) . . . . . 20**

- Teamwork evaluation.
- Analysis of the information.
- Presentation.

**TOTAL POINTS . . . . . 200**

**Sales Call**

**Pre-call Planning . . . . . 15**

- Anticipating customer needs, Product knowledge

**Approaching the Customer. . . . . 10**

- First Impression, Create customer attention
- Establish Rapport . . . . .

**Determining Customer’s Wants & Needs . 15**

- Ask leading questions
- Demonstrate good listening skills

**Demonstration . . . . . 20**

- Product features and benefits relevant to customer’s wants
- Allow customer to participate . . . . .

**Customer Objections . . . . . 20**

- Identify and handle customer objections

**Closure . . . . . 20**

- Confirming customer interest trial close
- Recognize closing opportunities
- Ask for a buying decision

**TOTAL POINTS . . . . . 100**

**Individual Sales Situations**

**Customer Relations Activity**

**Introduction . . . . . 10**

- Identify yourself, Purpose of call if applicable
- Establish rapport

**Attitude . . . . . 20**

- Pleasant, Friendly, Professional, Empathetic

**Information via Customer Interaction . . . 25**

- Probing to determine and clarify the problem

**Develop Solution. . . . . 30**

- Evidence of product knowledge
- Overcome customer objectives

**CLOSING . . . . . 15**

- Get customer agreement, Review and closure

**TOTAL POINTS . . . . . 100**

**Order Taking/Customer Service**

**Introduction . . . . . 10**

- Identify yourself, Establish rapport

**Attitude . . . . . 20**

- Pleasant, Friendly, Professional, Empathetic

**Clarify and confirm the order. . . . . 30**

- Repeat each item, Confirm availability
- Include product numbers if appropriate

**Suggestive/consultative selling. . . . . 25**

- Suggest related products, Note items on special, Offer substitutes for no stocks

**Close the order . . . . . 15**  
 Repeat the order, Ask for other needs  
 Confirm delivery date  
**TOTAL POINTS . . . . . 100**

**Prospecting for New Customers**  
**Introduction . . . . . 10**  
 Identify yourself, Establish rapport  
**Attitude . . . . . 20**  
 Pleasant, Friendly, Professional,  
 Empathetic  
**Qualify the prospect . . . . . 25**  
 Probing for customer needs  
 Demonstrate good listening skills  
**Provide features and benefits . . . . . 25**  
 Describe features and benefits  
 appropriate to the prospects needs  
**Closing. . . . . 20**  
 Ask for a buying decision, i.e., the order  
 or appointment  
 Review the order or commitment  
**TOTAL POINTS . . . . . 100**

**Total Team Score Possible**  
 Team Sales Situation scores. . . . . 200  
 Sales Calls . . . . . 400  
 Individual Sales Situations scores . . . . . 400  
 Test scores . . . . . 400  
**TOTAL POSSIBLE . . . . . 1400**

**VI. TIEBREAKERS**

Should a tie occur in the individual scores, the highest sales call score will break the tie. If the tie cannot be broke using the sales call score, the highest written test score will be used. If a tie still exists, the highest sales situation score will be used to break the tie. Should a tie occur in the team scores, the highest team sales situation will break the tie. If the teams are still tied then in order the sales call, written test and then the sales situations will be used.

**VII. AWARDS**

Awards will be presented at an awards ceremony. Awards are presented to teams as well as individuals based upon their rankings. Awards are sponsored by a cooperating industry sponsors as a special project, and/or by the general fund of the National FFA Foundation.

**VIII. REFERENCES**

This list of references 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.

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
- *Calming Upset Customers*,  
 Rebecca L. Morgan  
 ISBN 1-56052-384-0
- *Telephone Courtesy & Customer Service*,  
 Loyd Finch  
 ISBN 1-56052-064-7

*Sales and Service*, Mike Martin

Ditzenberger and Kidney. *Selling- Helping Customers Buy*. South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972) ISBN 0538605316

## Agricultural Sales

Chapter: \_\_\_\_\_ State: \_\_\_\_\_

### TEAM SALES SITUATION

CATEGORY	POSSIBLE	SCORE
<b>Teamwork Evaluation</b> <ul style="list-style-type: none"> <li>• Leadership roles easily perceived</li> <li>• Participation by each member of the team</li> <li>• Members demonstrated effective listening and communication skills</li> </ul>	50	
<b>Analysis of the Information</b> <ul style="list-style-type: none"> <li>• Clearly identify the product features and the market for that product</li> <li>• Provided information and data is analyzed and utilized</li> <li>• Demonstrate the use of basic sales skills.</li> </ul>	40	
<b>Quality of the Team’s Solution</b> <ul style="list-style-type: none"> <li>• Identify sales goal for each customer and/or market segment</li> <li>• Identify the key benefits of the product</li> <li>• Identify potential customer objections and develop strategies to address them</li> <li>• Possible solutions are discussed and analyzed</li> <li>• Justify decisions</li> </ul>	70	
<b>Presentation</b> <ul style="list-style-type: none"> <li>• Presents team’s solution</li> <li>• Overall delivery professional and well thought out</li> <li>• Presentation is clear and effect</li> </ul>	20	
<b>Questions are Taken From:</b> <ul style="list-style-type: none"> <li>• Teamwork evaluation</li> <li>• Analysis of the information</li> <li>• Presentation</li> </ul>	20	
<b>Total Score:</b>	<b>200</b>	

Judge’s Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Agricultural Sales

Name: \_\_\_\_\_ Contestant No.: \_\_\_\_\_

Chapter: \_\_\_\_\_ State: \_\_\_\_\_

### SALES CALL

CATEGORY	POSSIBLE	SCORE
<b>Pre-call Planning</b> <ul style="list-style-type: none"> <li>• Anticipating customer needs (5)</li> <li>• Product Knowledge (10)</li> </ul>	<b>15</b>	
<b>Approaching the Customer</b> <ul style="list-style-type: none"> <li>• First Impression</li> <li>• Create Customer Attention</li> <li>• Establish Rapport</li> </ul>	<b>10</b>	
<b>Determining Customer's Wants and Needs</b> <ul style="list-style-type: none"> <li>• Ask Leading Questions</li> <li>• Demonstrate good listening skills</li> </ul>	<b>15</b>	
<b>Demonstration</b> <ul style="list-style-type: none"> <li>• Product Features and Benefits relevant to customer's wants</li> <li>• Allow Customer to Participate</li> </ul>	<b>20</b>	
<b>Customer Objections</b> <ul style="list-style-type: none"> <li>• Identify Customer Objections</li> <li>• Handle Customer Objections</li> </ul>	<b>20</b>	
<b>Closure</b> <ul style="list-style-type: none"> <li>• Confirming Customer Interest (trial close)</li> <li>• Recognize Closing Opportunities</li> <li>• Ask for a buying decision</li> </ul>	<b>20</b>	
<b>Total Score:</b>	<b>100</b>	

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Agricultural Sales

Name: \_\_\_\_\_ Contestant No.: \_\_\_\_\_

Chapter: \_\_\_\_\_ State: \_\_\_\_\_

### CUSTOMER RELATIONS ACTIVITY

CATEGORY	POSSIBLE	SCORE
<b>Introduction</b> <ul style="list-style-type: none"> <li>• Identify yourself</li> <li>• Purpose of call (if applicable)</li> <li>• Establish Rapport</li> </ul>	10	
<b>Attitude</b> <ul style="list-style-type: none"> <li>• Pleasant</li> <li>• Friendly</li> <li>• Professional</li> <li>• Empathetic</li> </ul>	20	
<b>Information via Customer Interaction</b> <ul style="list-style-type: none"> <li>• Probing to Determine the Problem</li> <li>• Clarify the Problem</li> </ul>	25	
<b>Develop Solution</b> <ul style="list-style-type: none"> <li>• Evidence of Product Knowledge</li> <li>• Overcome customer objections</li> </ul>	30	
<b>Closing</b> <ul style="list-style-type: none"> <li>• Get customer agreement</li> <li>• Review and closure</li> </ul>	15	
<b>Total Practicum Score:</b>	<b>100</b>	

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Agricultural Sales

Name: \_\_\_\_\_ Contestant No.: \_\_\_\_\_

Chapter: \_\_\_\_\_ State: \_\_\_\_\_

### ORDER TAKING/CUSTOMER SERVICE PRACTICUM

CATEGORY	POINTS POSSIBLE	SCORE
<b>Introduction</b> <ul style="list-style-type: none"> <li>• Identify yourself</li> <li>• Establish rapport</li> </ul>	<b>10</b>	
<b>Attitude</b> <ul style="list-style-type: none"> <li>• Pleasant</li> <li>• Friendly</li> <li>• Professional</li> <li>• Empathetic</li> </ul>	<b>20</b>	
<b>Clarify and confirm the order</b> <ul style="list-style-type: none"> <li>• Repeat each item</li> <li>• Include product numbers (if appropriate)</li> <li>• Confirm availability</li> </ul>	<b>30</b>	
<b>Suggestive/consultative selling</b> <ul style="list-style-type: none"> <li>• Suggest related products</li> <li>• Note items on special</li> <li>• Offer substitutes for no stocks</li> </ul>	<b>25</b>	
<b>Close the order</b> <ul style="list-style-type: none"> <li>• Repeat the order</li> <li>• Ask for other needs</li> <li>• Confirm delivery date</li> </ul>	<b>15</b>	
<b>Total Practicum Score:</b>	<b>100</b>	

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Agricultural Sales

Name: \_\_\_\_\_ Contestant No.: \_\_\_\_\_

Chapter: \_\_\_\_\_ State: \_\_\_\_\_

### PROSPECTING FOR NEW CUSTOMERS

CATEGORY	POSSIBLE	SCORE
<b>Introduction</b> <ul style="list-style-type: none"> <li>• Clearly yourself</li> <li>• Establish rapport</li> </ul>	10	
<b>Attitude</b> <ul style="list-style-type: none"> <li>• Pleasant</li> <li>• Friendly</li> <li>• Professional</li> <li>• Empathetic</li> </ul>	20	
<b>Qualify the prospect</b> <ul style="list-style-type: none"> <li>• Probing for customer needs</li> <li>• Demonstrate good listening skills</li> </ul>	25	
<b>Provide features and benefits</b> <ul style="list-style-type: none"> <li>• Describe features and benefits appropriate to the prospects needs</li> </ul>	25	
<b>Closing</b> <ul style="list-style-type: none"> <li>• Ask for a buying decision, i.e., the order or appointment</li> <li>• Reviewing the order or commitment</li> </ul>	20	
<b>Total Practicum Score:</b>	<b>100</b>	

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_