

# **AGRICULTURAL SALES**

## **CAREER DEVELOPMENT EVENT**

### **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. Compose a resume that follows the standard “rules” of resume development.
- IV. Demonstrate the ability to interview for an agricultural sales position within a specific employment area.
- V. Identify career options in agricultural sales, determine specific entry requirements, and create a job description.

**AGRICULTURAL SALES  
CAREER DEVELOPMENT EVENT**

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  MA.1  SS.4	1.2, 1.4, 1.5, 1.8, 1.10
2.	Utilize knowledge of advertising and promotion in the professional sales process.		2.1, 2.2, 2.3, 2.6, 2.7
3.	Compose a resume that follows the standard “rules” of resume development.		3.4, 3.8
4.	Demonstrate the ability to interview for an agricultural sales position within a specific employment area.		4.1, 4.4, 4.8
5.	Identify career options in agricultural sales, determine specific entry requirements, and create a job description.		

**CORRESPONDING SECONDARY AGRICULTURE CURRICULUM**

<b>Course and/or Curriculum:</b> Agribusiness, Sales, Marketing, and Management	<b>Unit(s):</b> Unit IV – Personal Development Unit V – Communication Skills Unit VI – Preparing for a Sale Unit VII – Making a Sale Unit VIII – Promotional Tools
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## Event Guidelines

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.
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 protectors 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 1) **product summary sheet**, 2) **resume**, and 3) **job description** to the state FFA convention registration/information desk, located near the Hearn Center East entrance, by **6:00 pm 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.

## Event Format and Scoring

1. The agricultural sales career development event will consist of three parts:

Agricultural Sales Event	Individual Points	Team Points
1. Product sales presentation	200	600
2. Job description (40 pts) and interview practicum (60 pts)	100	300
3. Objective written test	100	300
<b>TOTAL</b>	<b>400</b>	<b>1200</b>

2. All team members must participate in all three parts of the event.
3. Percentage scoring will be used for the Product Sales Presentation.

Example:	Judge 1	Judge 2	Judge 3
<b>Judge's high score for any student</b>	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.

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

4. Ties in team scores will be broken by the high individual score. If the tie cannot be broken using the high individual score, the highest written test score will be used. If a tie still exists, the high product sales presentation score will be used to break the tie.
5. Four judges are needed for the product sales presentation.
6. Four judges are needed for the job description and interview practicum.
7. Optional – one judge may be used to evaluate and score resumes.
8. A rotation with teams divided into three equal groups will be established.

ROUND ONE		
Product Sales Presentation	Objective Written Test	Job Interview
<u>Group A</u>	<u>Group B</u>	<u>Group C</u>

ROUND TWO		
Product Sales Presentation	Objective Written Test	Job Interview
<u>Group C</u>	<u>Group A</u>	<u>Group B</u>

ROUND THREE		
Product Sales Presentation	Objective Written Test	Job Interview
<u>Group B</u>	<u>Group C</u>	<u>Group A</u>

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 (200 pts)

- 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 Guideline 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: diary 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               | ▪ Features of the product                         |
| ▪ Representation (company/school) | ▪ Method of demonstration                         |
| ▪ Agriculture instructional area  | ▪ Sales call objective                            |
| ▪ Role customer is to play        | ▪ Product or service price                        |
| ▪ Product to be sold              | ▪ 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 – JOB DESCRIPTION AND INTERVIEW PRACTICUM (100 pts)**

- A. Each participant will complete a job description (Form B) and resume (40 pts), and a job interview practicum for an entry level retail sales position (60 points).
- B. **One copy** of the contestant's **job description** (Form B), and **one copy** of the contestant's **resume** must be provided to the event superintendent in advance (refer to Event Guideline 4).
- C. Each contestant will identify an entry level retail sales job area in which to apply.
1. Feed/Seed/Fertilizer Chemical Sales
  2. Agricultural Equipment Sales
  3. Agricultural Computer/Software Sales
  4. Agricultural Supply/Parts/Services Sales
  5. Forest Product Sales
  6. Lawn and Garden Center Sales
  7. Animal Health Product Sales
  8. Livestock and/or Livestock Equipment Sales
  9. Florist/Nursery Sales
  10. Agricultural Promotion and Advertisement
- D. A resume is to be provided in advance by each contestant to accompany the job description. A resume is limited to one page (8½" x 11"); single sided, typed, and printed in black. Font sizes and use of colored paper is at the participants' discretion. References should not be included and only factual information should be provided.
- E. Only factual information about each contestant should be used in the job application process.
- F. The event judge's name will be provided to the contestant prior to the interview so the judge may be addressed by name.
- G. Four or more judges will conduct the job interviews with no two team members being interviewed by the same judge.

## **PART III - OBJECTIVE WRITTEN TEST (100 points)**

- 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. Two points per question = 100 points.

### **Required References**

Agricultural Business Sales, Marketing and Management (1997), Curriculum Guide, Instructor (10-9203-I), Student (10-9203-S), Instructional Materials Laboratory, University of Missouri-Columbia. Telephone: 1-800-669-2465 and Internet: <http://iml.missouri.edu>

### **Optional Reference**

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

# 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:

## 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	
<b>Total Points 200</b>					

### Evaluation Criteria

- |  |  |
|--|--|
| <p>A. Pre-approach</p> <ol style="list-style-type: none"> <li>1. Project Summary Sheet</li> <li>2. Preparation for sale</li> <li>3. Product knowledge</li> </ol>                                   | <p>D. Handling possible customer objections</p> <ol style="list-style-type: none"> <li>1. Identify customer objections</li> <li>2. Handle customer objections</li> </ol> |
| <p>B. Approach</p> <ol style="list-style-type: none"> <li>1. First Impressions</li> <li>2. Create customer attention</li> <li>3. Determine customer wants</li> <li>4. Establish rapport</li> </ol> | <p>E. Closing the sale</p> <ol style="list-style-type: none"> <li>1. Ask for the order</li> <li>2. Recognize closing opportunities</li> </ol>                            |
| <p>C. Demonstration</p> <ol style="list-style-type: none"> <li>1. Feature and related customer benefits</li> <li>2. Allow customer to participate</li> <li>3. Attempt trail closes</li> </ol>      |  |

## Job Description

**FORM B**

*(See Job Description and Interview Practicum Items A, B, and C for details)*

Name: \_\_\_\_\_ Contestant #: \_\_\_\_\_

School: \_\_\_\_\_ School #: \_\_\_\_\_

Job Interest Area (see Part II-C): \_\_\_\_\_

Job Title: \_\_\_\_\_

Job description:

Competencies required for this job:

Match your strengths to the competencies required of this job:

## Job Description and Resume and Job Interview Score Cards

Name: \_\_\_\_\_

Contestant #: \_\_\_\_\_

School: \_\_\_\_\_

School #: \_\_\_\_\_

<b>JOB DESCRIPTION <u>and</u> RESUME SCORE CARD</b>		
	Possible Points	Contestant's Points
Job Description	15	
Personal Information / Occupational Goal	5	
Education / Experience	10	
Completeness / Neatness / Grammar	5	
Overall Impression and Appearance	5	
<b>TOTAL POINTS</b>	<b>40</b>	

<b>JOB INTERVIEW SCORE CARD</b>		
	Possible Points	Contestant's Points
Appearance	5	
Introduction	10	
Knowledge of job	15	
Poise	10	
Grammar	5	
Response to Questions	15	
<b>TOTAL POINTS</b>	<b>60</b>	