

IOWA FFA AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

PERSONNEL

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EVENT OBJECTIVES

1. Understand and demonstrate the professional sales process in agribusiness.
 - a. Preparing to sell
 - (1) Targeting customers
 - (2) Customers 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
2. Develop abilities to utilize knowledge of advertising and promotion in agricultural sales.
 - 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
3. Develop the ability to build customer confidence in you and your product.
 - a. Dealing with typical customer problems
 - (1) Return of merchandise
 - (2) Defective merchandise
 - (3) Lack of understanding in use of merchandise
 - b. Determine customer complaints
 - c. Determine basis for complaint
 - d. Determine proper course of action to resolve the issue
4. 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
5. Develop the ability to research sales careers and strategies for employment.

6. Demonstrate the ability to successfully perform an agricultural sales presentation.
 - a. Grooming
 - b. Dress
 - c. Poise
 - d. Attitude
 - e. Knowledge related to product
7. Identify career options in agricultural sales and determine specific entry requirements.

GENERAL RULES

1. Each school shall enter a team composed of four participants. Team members must all be members of the same FFA chapter.
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. Each participant will provide three copies of all written/brochure information used in the sales presentation.
5. Three copies of the participants project summary sheet (see guideline for project summary sheet in general information) shall be given to the CDE chairperson at the event site by the participant. 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.
6. Participants shall report to the CDE chairperson of the event in Conference Center between 7:30-8:00 a.m. on event day. Event will start promptly at 8:00 a.m. with the administration of the objective test. Participants must complete the test by 8:50 a.m.

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 _ x 11", one-sided, double 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.
- F. The event will operate with three sets of judges for every 15 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. Preapproach
 - 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
 4. Handling Customer Objections
 - a. Identify customer objections
 - b. Handle customer objections
 5. Closing the Sale
 - a. Ask for the order
 - b. Recognize closing opportunities

SALES PRESENTATION SCORE CARD				
	Excellent	Good	Fair	Participant Points
Preapproach (30)	24 – 30	16 – 22	8 – 14	
Approach (10)	8 – 10	6	4	
Demonstration (30)	24 – 30	16 – 22	8 – 14	
Customer Objections (10)	8 – 10	6	4	
Closure (20)	16 – 20	10 – 14	4 – 8	
TOTAL POINTS (100)				

II. Objective Test

The objective test of the Agricultural Sales Career Development Event 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. Team members will work individually.
- B. The test will consist of 50 multiple choice questions with 50 minutes allowed for completion of this section of the event.
- C. Fifty (50) points are allowed for this section of the event. One point per question.
- D. The test will be based on the attached list of references.

III. Market Analysis

This part of the event will use the team approach, with the **four team members** working together. 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. The team will demonstrate group problem-solving/decision-making skills by using marketing data to establish a set of realistic marketing goals. Time will be limited to 30 minutes: 20 minutes preparation, 10 minutes presentation. The team's answer will be limited to one handwritten page.

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

MARKET ANALYSIS AND SALES GOALS DEVELOPMENT SCORE CARD		
	Possible Points	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 the Marketing Concepts	10	
Evaluation and Control Procedures	3	
Established Team Leadership Roles	5	
Involvement by Everyone in Presentation	5	
Total Points	50	

IV. Practicums

Each participant will complete one of four designated practicums in the event. Each participant will be preassigned the practicum by the FFA chapter advisor prior to the event. All materials used in the practicums will be furnished at the event site. Each practicum will be worth a total of 50 points per team member.

- Customer Relations
- Telephone Skills
- Advertising and Promotion
- Product Display

A. Customer Relations Practicum

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. The sales person (participant) will be provided with the company policy or philosophy concerning merchandise return and refunds prior to performing the practicum.

Types of problems which may be used are:

1. Return of merchandise sold
2. Defective merchandise
3. Lack of understanding in use of merchandise

After assembling as a group, participants will draw for the order in which they participate.

The participant will participate in a room in which a “customer” will enter and explain a specific complaint. 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.

Ten (10) minutes will be allowed for the participant to demonstrate his/her customer relations skills. There will be an eight minute warning. Two judges will be used and their scores will be averaged. One judge will serve as the “customer.”

CUSTOMER RELATIONS PRACTICUM SCORE CARD		
	Possible Points	Participant Points
<u>Introduction</u> Identify yourself, Purpose of call (if applicable) Professionalism, Empathy, Grammar	5	
<u>Attitude</u> Pleasant, Friendly, Establish rapport	5	
<u>Information via Customer Interaction</u> Determine the problem, Clarify the problem	20	
<u>Develop Solution</u> Evidence of product knowledge, Overcome customer objectives	15	
<u>Closing</u> Get customer agreement, Review and closure	5	
TOTAL POINTS	50	

B. Telephone Skills Practicum

Each participant will demonstrate his/her telephone skills in one of two exercises as selected by the CDE coordinator. The participant will have three to five minutes to complete the telephone call.

1. Receive a telephone call from a prospect or existing customer to be handled on an extemporaneous basis. Suggested calls might be:
 - from an interested prospect inquiring about the company’s product;
 - from a customer with a product complaint; or
 - from an existing customer interested in new or additional products.

2. Place a telephone call to a customer or prospect. Preparation time of 10-12 minutes will be given to study the scenario before placing the call. Suggested scenarios would include:
 - placing a cold call to qualify a prospect;
 - placing a call to an existing customer to check on product performance and build a stronger customer relationship; or
 - placing a call to an existing customer seeking referrals for new customers.

TELEPHONE PRACTICUM SCORE CARD		
	Possible Points	Participant Points
Telephone Etiquette	4	
Introduction	4	
Voice	6	
Attitude	10	
Information Gathered	10	
Evidence of Product Knowledge	10	
Closing of Order/Dealing with Complaint	6	
TOTAL POINTS	50	

C. Product Display Practicum

The participant will set up a sales display of a product from one of the seven major instructional areas as chosen by the CDE coordinator. Simulated retail store display areas will be established for each participant along with the products to be displayed and all materials to establish the display. Students will have 20 minutes to set-up a product display.

PRODUCT DISPLAY SCORE CARD		
	Possible Points	Participant Points
Creativity	6	
Attractiveness	10	
Central Theme	10	
Sales Appeal	10	
Design	6	
Color Harmony	4	
Focal Point	4	
TOTAL POINTS	50	

D. Advertising and Promotion Practicum

Participants will prepare an advertising campaign component (see below) or promotional material to support or set-up a sales presentation. The participant will use only the materials provided, adhere to the guidelines, and use the time allocated for preparation and presentation.

1. Point-of-Sale Advertising Poster
Use the furnished material to develop a poster to accompany an agricultural sales display. The participant will have 30 minutes to prepare this poster.
2. Print Media: Newspaper or Magazine

Use the furnished material to prepare the “copy” and design the layout of an advertisement scheduled to appear in a designated newspaper or magazine. The participant will have 30 minutes to prepare this advertisement.

Participants should come prepared to participate in either sub-option, chosen by the CDE coordinator. All materials will be provided at the event site. The participant is responsible for assembly and presentation. In each sub-option only the final product will be judged. At the designated time, final products will be collected or recorded to tape, judged, and scored.

ADVERTISING & PROMOTION PRACTICUM SCORE CARD		
	Possible Points	Participant Points
Knowledge of Selected Option Proper advertising format, Headline, Sub Headline, Body Copy, Illustration	10	
Creativity Use of Creative art, Use of Creative terminology, Creative Ad Design	10	
Effectiveness of Ad/P.O.P. Sign Reaches the prospective customer, Clear message, Includes necessary product features	12	
Appropriateness Appropriate for target audience Meets the needs of the product being promoted	10	
Neatness/Clarity Ad neatly laid out, Neat graphics, Neat Copy, Clear and easy to understand message	8	
TOTAL POINTS	50	

REFERENCES

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 (1-800-669-2456 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

SCORING AND RANKING OF TEAMS AND PARTICIPANTS

- 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.

<u>Phases</u>	<u>Scoring</u>
Test	50 points
Sales Presentation	100 points
Practicum	50 points
Total Individual Score	<u>200 points</u>
4 Participants Total Score Possible	<u>800 points</u>
Market Analysis (Team Activity)	50 points
<u>Total Team Score Possible</u>	<u>850 points</u>

- 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.
- 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.
- 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 Louisville the following October.

AWARDS

Awards listed below are at the discretion of the sponsor and pending availability of sponsorship. It is vitally important that participants write thank you letters to sponsors in order to retain their support. A thank you list naming current sponsors will be provided to each participating chapter at the event site.

Awards sponsored through the National FFA Foundation:

Chapter Team..... Plaque

Awards sponsored through the Iowa FFA Foundation:

Champion Team	Cash award for travel to National FFA Ag Sales CDE
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.....	Trophies

- Top Team and Top Individual Trophies
 - a. Sales Presentation
 - b. Objective Test
 - c. Practicums
- Market Analysis Top Team Trophy

The Iowa FFA Association will award certificates to all Ag Sales teams and participants.