

AGRICULTURAL SALES

Sponsored by:
Department of Agricultural Economics
Oklahoma State University
Division of Agricultural Sciences and Natural Resources

Contest Superintendent

Dr. Brian Adam
413 Ag Hall
(405) 744-6854
Brian.Adam@okstate.edu

Contest Details

Date: Saturday, April 25, 2009
Time: 7:45 a.m.
Location: Room 320, Agricultural Hall, OSU

Contest Purpose, Objectives, Rules and Guidelines

Purpose of the Contest

The purpose of the Agricultural 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.

Objectives

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

Contest Format

The agricultural sales contest will follow as closely as possible the National CDE format. Refer to the National FFA website

http://www.ffa.org/index.cfm?method=c_programs.CDEevents#agsales. The agricultural sales contest will consist of four parts:

- (I) Written Test;
- (II) Sales Call (our intent is that this will be an individual event as it has been recently, but depending on availability of judges we reserve the right to change this to a team event – in such an event we will make every attempt to provide adequate notice on this website). (In the likely event that the sales presentation is an individual event, each team’s members will participate in that event simultaneously, so if props are used, each student will need his or her own prop to use.)
A summary sheet must be prepared beforehand for this event and presented to the judges at the beginning of the event (see website above for format of this summary sheet).
- (III) Team Sales Situation
- (IV) Sales Situation practicum. (For 2009, the topic will be Order Taking/Customer Service.)

Each team will consist of three or four students. The 12 teams scoring highest on the objective test will participate in the remainder of the contest, except that if a school has more than one team, teams from that school scoring lower than the top team will have lower priority than top teams from other schools.

The team score will be the total of the scores of the three highest-scoring members. All events are individual events except the Team Sales Situation (and possibly the Sales Call). The contest will consist of 500 total possible points per team member (Written Test = 100 points, Sales Call = 100 points, Team Sales Situation = 200 points, Sales Situation practicum = 100 points).

Tie-breaking rules used by the National contest will be used. Should a tie occur in the individual or team scores, the tie will be broken by the highest sales presentation score. If the tie cannot be broken using the sales presentation score, the highest written test score will be used. If a tie still exists, the highest practicum score will be used to break the tie.

Note: Official FFA Dress is Required for All Parts of the Contest. Contestants will be allowed to have a personal battery operated calculator with them during the contest.

Additional notes, books, or paper will not be allowed in the contest room. Cellular telephones and other electronic audio or video devices are not allowed. Scratch paper and other supplies will be provided as needed. Props, handouts, and other sales aids may be brought by contestants for use in the sales presentation.