

# AGRICULTURAL SALES

4-Member Team

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## IMPORTANT NOTE

*Please thoroughly read the General CDE Rules Section at the beginning of this handbook for complete rules and procedures that are relevant to State FFA Career Development Events.*

*(Revisions as of 4/3/2019 are noted below in yellow.)*

### I. PURPOSE

The purpose of the FFA Agricultural Sales Career Development Event is to evaluate and demonstrate skills that are essential for an individual to be successful in the agricultural sales career. Students will also develop an understanding of the opportunities available in the sales industry. The process of selling agricultural products is essential for production and marketing of agricultural products.

### II. OBJECTIVES

The agricultural sales career development event provides the opportunity for the participant to

- A. Develop verbal, written and interactive communication skills.
- B. Demonstrate skills to build rapport with customers.
- C. Discuss features and benefits of a product.
- D. Identify potential customer objections.
- E. Introduce the product to prospective customers.
- F. Develop a sales call that determines and addresses customers' needs and objections.
- G. Attempt to close the sale by asking for a customer's buying decision.
- H. Identify and demonstrate the use of questions throughout the sales process.
- I. Develop active listening skills.

### III. EVENT RULES

- A. The team will be composed of four students, and all four individual scores will count toward the team total.
- B. FFA Official Dress is required for this event.
- C. Any participant in possession of an electronic device, except a calculator, in the event area is subject to disqualification.
- D. Business cards are not permitted and will not contribute to the individual or team scores.

### IV. EVENT FORMAT

The event will be composed of three parts. Individual scores will be composed of the written exam and individual sales activity. The team score will be comprised of the team activity and all individual scores.

The product(s) utilized in the event and activity examples will be posted prior to the event on the OSU CDE webpage (<http://cde.okstate.edu>). Provided product information may include appropriate company information and price list.

Each participant will be allowed to bring a 1-inch binder to the event containing the provided product information and any other information gathered by the participant.

**A. Equipment**

The written examination scansheet will be provided by the contest superintendent. All other equipment will be provided by the contestant, including a calculator and pencil.

**B. Event Schedule**

Each contestant shall complete the event in the time allotted:

1. Written Exam – 45 minutes
2. Team Activity – 40 minutes
3. Individual Activity – 20 minutes

**C. Individual Written Exam - 100 points**

1. The written exam is designed to evaluate an individual's knowledge of sales skills. The listed resources will be used as a basic resource but the questions will be generated based on basic sales concepts. The test will not exceed thirty (30) questions and forty-five (45) minutes.
2. The questions will consist of multiple choice, including true-false questions.
3. Students will answer using a scantron sheet; only answers filled in on the scantron sheet will be counted. Point values will be assigned to each question based on the skill level of the question.
4. Bringing a calculator is strongly encouraged for this part of the contest (although calculators are not permitted in the other parts of the contest)

**D. Team Activity - 150 points**

1. Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making and oral communications.
2. Teams will be allowed to use their 1-inch binder for the event.

The following information will be provided to the team as if they were a group of salespeople working together to develop the pre-call planning prior to conducting a sales call.

1. Product information (available several weeks before event on event website, target date Feb 14)
2. Profiles of different customers (at the event)
3. paper and pencils. No presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.

The team will then develop the pre-call plan (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face sales call. This pre-call plan should identify:

1. Potential questions to build rapport for the scenario.
2. Common interests that team members have with the customers.
3. Questions that help determine the wants and needs of the customer.
4. Active listening skills or techniques for determining needs and wants.
5. Potential needs and wants of the customer and match them to the products' features and benefits.
6. Potential objections of the customer.
7. Potential concerns of each customer.

As part of the pre-call activity:

1. Teamwork and involvement of team members will be judged (nationals – in the state contest the preparation phase will not be judged).
2. Students are expected to explain their decisions for the pre-call plan based on selling principles.
3. The team will be given 15 (nationals – state contest will be 20) minutes to analyze the information and prepare to answer questions about the pre-call plan. During this 15 minutes, the team will be judged using the team activity scorecard (nationals – in the state contest this part will not be judged).
4. Team members, after the conclusion of the 15 minutes, will have an additional 15 minutes to individually answer questions from the judges, and they will answer without assistance from their team members (nationals – for state rules see below).
5. In the Oklahoma state contest, the team will present its sales plan to the judges (10 minutes). Each individual should participate in this. Then the judges will have 10 minutes to ask questions of the team members.

#### **E. Individual Sales Activity - 150 points**

Information and product(s) from team activity will be used in the individual sales activity. (Individual activity will be conducted after the team activity.)

1. Students will be given a preliminary customer profile and will have at least five minutes to review the preliminary customer profile prior to meeting with the judge(s). Note: This is different from recent state contests, in which students were only told that the judges would fit one of four different profiles.
2. The judge(s) will act as the customer, which may include not buying the product. Participants will have to establish rapport, ask probing questions to ensure they meet the customer's needs and clarify customer information as a part of the sales call.
3. Participants will have 20 minutes to interact with the judge(s). Participants are allowed to use their 1-inch product information binder during the individual activity.

**F. Scoring**

Activities	Individual Points	Team Points
Written exam	100	400
Team activity		150
Individual sales call	150	600
<b>MAXIMUM POINTS</b>	250	1,150

**G. TIEBREAKERS**

**Individual**

In the event of a tie in individualized scores, the following events will be used to determine award recipients:

1. Written exam.
2. Individual sales call.
3. Team activity.

**Team**

In the event of a tie in team scores, the following events will be used to determine award recipients:

1. Written exam.
2. Team activity.
3. Total individual sales activity.

**V. TIEBEAKERS**

**Individual**

In the event of a tie in the individual scores, the highest individual sales activity score will break the tie. If the tie cannot be broken using the individual sales activity score, the highest written exam score will be used. If a tie still exists, the highest team activity score will be used to break the tie.

**Team**

In the event of a tie in the team scores, the highest team activity score will break the tie. If the tie cannot be broken using the team activity score, then the total individual sales activity scores will be used. If a tie still exists, the total written exam scores will be used to break the tie.

**VI. Product Information**

<https://www.deere.com/en/tractors/compact-tractors/>

## **VII. REFERENCES**

This list of references is not intended to be all-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.

1. 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
2. Ditzenberger and Kidney, Selling-Helping Customers Buy, South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 0538605316.
3. Understanding Ag Sales, [FFA.org](http://FFA.org)
4. ProSelling: A Professional Approach to Selling in Agriculture and Other Industries, W. Scott Downey, ISBN-13: 978-0978895211.

Past (national) CDE materials and other resources are available by logging in to [FFA.org](http://FFA.org).

Note: Official FFA Dress is required for ALL parts of the contest. Contestants will be allowed to have a personal calculator with them during the written test, but NOT in other parts of 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.

## **VIII. SUPPLEMENTAL MATERIALS**

- A. Ag Sales Scansheet #105481
- B. Team Event Scorecard
- C. Individual Sales Call Scorecard