



New Mexico FFA Agricultural Sales

Career Development Event Handbook

Revised: 02/12/2018

Contents

Purpose 2

Objectives..... 2

Event Rules..... 2

Event Format..... 2

 A. Team Activity: Sales Strategy Presentation 2

 B. Individual Written Exam..... 3

Scoring..... 3

Tiebreakers..... 3

References and Resources 3

Team Presentation Scorecard 5

Contest Information..... 6

Purpose

The purpose of New Mexico's FFA Agricultural Sales Career Development Event is to develop and evaluate skills that are essential for individuals to be successful in agricultural sales. The process of selling agricultural products is an essential component of any agricultural industry.

Objectives

Through preparation for and participation in the New Mexico State FFA Sales contest, participants should be able to:

- A. Develop verbal, written and interactive communication skills.
- B. Discuss features and benefits of a product.
- C. Identify potential customer objections.
- D. Demonstrate knowledge of proper product use.
- E. Identify prospective customers through marketing data.
- F. Introduce products to prospective customers.
- G. Develop sales calls that determine customer needs and address objections.
- H. Understand the basic business structure necessary to sell and deliver a product.
- I. Attempt to close the sale by asking for customer's buying decision.
- J. Establish and build customer confidence in the product.

Event Rules

- A. Teams consist of three or four participants. The top three individual scores will count toward the team total (lowest individual exam score will not be counted in team score).
- B. It is highly recommended that participants wear FFA Official Dress for this event.
- C. Any participant in possession of an electronic device in the event area is subject to disqualification.
- D. Any assistance given to a member from an outside source during a contest will be sufficient cause to eliminate a team from the Career Development Event. Furthermore, no assistance from Teachers/Advisors/Coaches will be permitted in any way during the contest.
- E. Only the 1st, 2nd, and 3rd place teams will be eligible for the state competition.

Event Format

The Agricultural Sales CDE has two components or activities: a team activity (team sales presentation) and an individual activity (written exam).

A. **Team Activity: Sales Strategy Presentation**

In the team presentation activity, team members should envision themselves as a team of salespeople working together to develop a plan that will be used by company salespeople to sell a proven product produced by the company.

In developing a sales strategy, teams should:

1. Identify potential customers (not necessarily by name but groups or categories)
2. Identify influencers (not necessarily by name but by groups or categories)
3. Determine potential customer needs and wants
4. Identify features and benefits of the product(s) that address the customer’s needs and wants
5. Identify potential customer objections and prepare to address them
6. Identify possible related/complimentary products and their suggestive selling strategies
7. Develop information gathering questions to be utilized in clarifying the customer’s needs and wants

The team will make a fifteen (15) minute presentation to the judges. The judges will act as though they were upper-level managers who must approve the sales plan or strategy that will be used by the sales team. At the conclusion of the presentation, the judges will have ten (10) minutes to ask questions of all team members.

The team will be provided with paper and writing utensils. Participants are allowed to bring a one-inch binder to the team activity (one binder for each student) containing the provided product information and any other information gathered by the participants prior to the CDE contest. No presentation equipment or materials (such as laptops, flipcharts or dry erase boards, etc.) will be allowed.

The team Sales Strategy presentation contributes 200 points to the overall contest score.

B. Individual Written Exam

The written exam is designed to evaluate an individual’s knowledge relating to agricultural sales. The four reference texts identified on page 5 of this handbook will be used as a basic resource for development of the questions contained in the exam. The exam may include multiple choice; fill in the blank, short answer, and essay questions. Point values will be assigned to each question and identified on the exam. Students have 20 minutes to complete the exam.

The written exam accounts for 50 points for each team member (150 of the total team points, as the lowest score will be dropped from the team score).

Scoring

Activity	Individual	Team
Written Exam	50	150
Team Activity: Presentation		200
Total Team Points		350

Tiebreakers

Team

In the event of a tie in the team scores, the highest team activity score will break the tie. If a tie still exists, the total written exam scores will be used to break the tie.

References and Resources

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 best instructional materials available. The following list contains references that may prove helpful during event preparation:

- 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
(CRISP Publications, 1200 Hamilton Court, Menlo Park, CA 94025-1427. Ph: 1-800-442-7477. FAX 650-323-5800.)
- Selling - Helping Customers Buy, Ditzenberger and Kidney, ISBN 0538605316.
(South-Western Publishing Company, Cincinnati, Ohio. Ph.: 1-800-543-7972)

Team Presentation Scorecard

FFA Chapter Name: _____

Skills	Points Possible	Points Earned
Did the team exhibit knowledge of the company's products and those of its competitors?	20	
Did the team identify potential customer and influencer groups?	20	
How well did the team describe customer and influencer groups? Their needs and desires? Demographics? Etc.	20	
Did the team identify product features and benefits that would appeal to specific customer and influencer groups?	20	
How well did the team identify and prepare for potential objections for each customer and influencer group?	20	
Were the decisions made by the team based on sound sales principles using the information they were given?	20	
Was the presentation delivered professionally?	20	
Did all team members participate in the presentation?	20	
Were the questions answered correctly by all team members?	20	
Did the team make efficient use of their time in presenting and answering questions?	20	
TOTAL POINTS	200	

Judge's Name: _____

Contest Information

Scenario

FFA Students will assume the role of an internal sales team tasked with developing a sales plan to market and sell drones and data service plans to farmers and ranchers. The plan can include direct selling efforts and/or selling through various marketing channels. Sales teams (FFA students) should conduct market research and be prepared to provide a defensible sales plan to the company's management team.

AgriDrone

Data and Intelligence in Agriculture

When precision agriculture became popular twenty years ago, farmers were faced with the challenge of figuring out how to take advantage of powerful new technologies, such as yield monitors, satellite guided equipment and variable rate equipment, e.g., grain drills and fertilizing equipment as a means of enhancing their profitability (AgriBank, 2016). Farmers (and ranchers) continue to have opportunities to generate farm-level data and analyze that data in ways that can increase revenues, reduce production costs and increase overall profitability. AgriDrone is a recently created company that specializes in helping farmers and ranchers obtain and process data collected via drone.

Product Description

Farmer and ranchers can use an AgriDrone provided drone on-demand, whenever and wherever needed. The drone can be easily and quickly deployed. Data collected from the drone includes visible and multispectral images of crops and vegetation, allowing farmers and ranchers the ability of more accurately manage crops, soil, fertilization, and irrigation. Data collected by the drone is uploaded to the cloud via Wi-Fi (drone must be on the ground for data transmission). Data is analyzed and summarized in a convenient to understand format that is made available via smart phone app or website within 24 hours of upload.

Data from multispectral imaging can be used to:

- Identify pest, disease and weed pressures. Understanding these pressures allows optimized chemical usage and crop sprays through early detection.
- Provide data on soil fertility and nutrient deficiencies. This information can provide critical information to help with land management decisions.
- Count plants, determine population or spacing issues and estimate crop yields.
- Measure drought stress. Understanding drought stresses can assist farmers and ranchers in developing irrigation plans and schedules.
- Assess crop damage farm machinery and/or other sources.
- Survey fencing and farm buildings.
- Monitor livestock.

(Source: DroneZon, 2017)

When compared to other farm or ranch equipment, AgriDrone drones are very affordable, requiring only a modest capital investment. Two drones are currently available to customers: a quad-copter drone capable of covering 80 acres before batteries need to be recharged and a larger fixed-wing drone capable of covering 500 acres before batteries need to be recharged. The quad-copter drone is priced at \$5,000 with data analysis plans beginning at \$100 per month. The fixed-wing drone costs \$8,000 with data analysis plans beginning at \$150 per month. Both drones use multispectral camera remote sensing imaging technology to capture both visible and invisible images of crops, vegetation, and livestock.

Other Information

AgriDrone drones come with a one-year warranty against manufacturer defects. Customers can purchase an additional three-year warranty for \$700. A drone maintenance plan is available for \$300 per year.

Data use training and consultation services are also available. Training is billed at \$100 per hour (minimum training sessions are four hours) plus travel expenses for the team, traveling from Albuquerque, New Mexico. Training can be provided for groups of ten people. Training topics include: flying drones (best management practices), downloading data, interpreting data, and making good management decisions based on drone imagery.

References

AgriBank. 2016. "Agricultural Data Services: Potential Risks and Rewards." Agrithought Reports. Online at <http://info.agribank.com/agrithought/Pages/Ag-data.aspx>.

DroneZon. 2017. "Multispectral Imaging Camera Drones in Farming Yield Big Benefits." Drone Technology, Knowledge, News & Reviews. Available online at <https://www.dronezon.com/learn-about-drones-quadcopters/multispectral-sensor-drones-in-farming-yield-big-benefits/>.

Notes

The product/service "AgriDrone" is loosely based on the products available at Agribotix (<https://agribotix.com/>). The description is not meant to accurately describe the company, its products or the company's competitors and their products. Details within the description are fictitious. The description should not be construed as an endorsement of a company or product.