



# New Mexico FFA Agricultural Sales

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## *Career Development Event Handbook*

Revised: 04/30/2019

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## Purpose

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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.

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## Objectives

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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.

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## Event Rules

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- 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 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place teams will be eligible for the state competition.

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## Event Format

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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	
<b>TOTAL POINTS</b>	<b>200</b>	

Judge's Name: \_\_\_\_\_

## Contest Information

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### Scenario

FFA Students will assume the role of an internal sales team tasked with developing a sales plan to market and sell portable livestock handling corrals 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.

### Wrangler Portable Corral Systems

Safe, humane and affordable livestock handling

Throughout the history of animal agriculture, livestock producers have been challenged with the task of determining how to take advantage of powerful new livestock handling technologies, such as confinement and capture, safe and reasonable restraint, and access to facilities in diverse geography, location, and terrain. Farmers (and ranchers) continue to have opportunities to diversify production methods, increasing revenue, reducing production costs and increasing overall profitability. LINN Pipe and Post, Inc. is a company that specializes in helping farmers and ranchers safely and easily provide portable capture and confinement systems for livestock.

### Product Description

Farmer and ranchers can use a Wrangler Portable Corral Systems for handling of livestock in areas without permanent livestock handling facilities. The system can be easily and quickly deployed on flat or uneven terrain. The product has models designed to be pulled using a bumper-pull or gooseneck hitch model. The product offers varied size of corrals including a headgate attachment option. Hydraulic controls, a panel support system, and various other options depending on the customers needs.

can be used to:

- Confine livestock for handling.
- Provide facilities for sorting livestock.
- Provide facilities for livestock restraint for medical processing, handling and maintenance.
- Monitor livestock.

Product Link - Wrangler Portable Corrals

When compared to other farm or ranch equipment, Wrangler Portable Corral Systems are affordable, requiring only a modest capital investment. Three pen sizes are currently available to customers: a standard pen capable of handling 50 pairs or 80 cows. A large pen capable of handling 80 pairs or 150 cows, and a super large pen capable of handling 135 pairs or 250 cows. Pricing of the pens depends on the options chosen by the customer.

**Other Information**

The pen unit is raised and lowered using an electric over hydraulic power unit, powered by a deep cycle battery, continuously recharged by a solar power unit.

**References**

**Notes**

New Mexico Agricultural Sales Career Development Event