



New Mexico FFA Agricultural Sales

Career Development Event Handbook

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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 a fence repair patch and splicing device to all New Mexico Landowners. 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.

RanchMate™ Fence Repair Twistsplices

Reliable, easy and affordable fence repair

The history and laws that have designated New Mexico a "fence out" state have demonstrated across time the challenge of limiting access to or from land, including the development of animal agriculture, private property rights, or the establishment of controlled access for public lands. Public and private landowners have been challenged with the task of determining how to easily and reliably maintain and repair existing fencing whether for confinement or exclusion. Given the diverse geography, location, and terrain of New Mexico, ease of fencing repair is an issue for private landowners, municipalities, counties, state and Federal Agencies. These landowners continue to have opportunities to diversify access control, increasing security and reduce maintenance costs. Ranchmate™ is a product line offered by Preformed Line Products that specializes in helping landowners safely, easily and reliably repair fencing.

Product Description

Landowners can use Ranchmate™ TwistSplices for repair of single strand wire fencing. The device can be easily and quickly deployed to splice barbed wire or smooth wire.

can be used to:

- Splice barbed wire
- Splice smooth wire

Product Link - [RanchMate](https://www.ranchmate.com/) <https://www.ranchmate.com/>

When compared to other fence splicing devices, RanchMate TwistSplices are affordable, requiring only a modest capital investment. Four wire gauge sizes are currently available to customers: 12.5 gauge, 14 gauge, 15.5 gauge and 18 gauge. Pricing of the TwistSplices depends on the quantity purchased by the customer.

Other Information

The splicer is applied by hand without tools but the wire may require tightening with standard fencing tools.

References

Notes