



New Mexico FFA

Agricultural Sales

Leadership Development Event

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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.

NOTE: This presentation is not meant for a direct customer. It is a presentation to upper-level management of the products company to demonstrate knowledge of the product. The upper-level management will have knowledge of the product already.

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, props, products 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 will be provided.

Notes