

**TENNESSEE ASSOCIATION FFA
AGRICULTURAL SALES
CAREER DEVELOPMENT EVENT**

IMPORTANT NOTE

Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all Tennessee FFA Career Development Events.

I. PURPOSE

The purpose of the Agriculture Sales Career Development Event is to provide an individual with the basic skills to take advantage of the career opportunities offered in the agricultural sales field. Sales are an essential part of a market economy. Agricultural products benefit from sales skills, both for inputs for production and the marketing of the products.

II. OBJECTIVE

The objective is to develop the skill sets necessary to be successful in sales. These would include the following:

A. Communication Skills

1. Verbal Communication.
2. Written Communication.
3. Interactive Communication - to be able to listen and question in order to gather information.

B. Product Knowledge

1. Features and benefits of a product.
2. Identifying potential customer objections.
3. Knowledge of proper product use.

C. Sales Process

1. Identifying prospective customers through marketing data.
2. Developing an approach that introduces your product to your prospective customer.
3. Develop a sales call that determines and addresses customer's needs and objections.
4. Attempt trial closes to confirm customer interest.
5. Understand the basic business structure necessary to sell and deliver a product.
6. Attempt to close the sale by asking the customer to make a buying decision.

D. Maintaining Customers

1. Establish and build customer confidence in you and your product.
2. Address customer complaints including:
 - a. Defective merchandise.
 - b. Maintain customer contact and place additional orders for sales.
 - c. Review product performance.

III. EVENT RULES

Team Make-up- The event will be a team event consisting of four students. All four students' scores count toward the team total. A team may compete with less than four members.

IV. EVENT FORMAT

The model agricultural sales event will consist of two parts:

- Written Test
- Sales Call

All team members will participate in the written test and sales call components of the event. Using the team approach, each team competes as a group in the team sales.

A. Activities

Objective Written Test (100 points) The objective test of the Agricultural Sales Career Development Event is designed to evaluate an individual participant's knowledge of the basic sales skills. Using the listed references as a resource, a twenty-five (25) question test will be administered with four points awarded for each correct answer for a possible score of one hundred (100) points. Each participant will have forty (40) minutes to complete the test. True/False, multiple choice, essay and short answer questions may be utilized.

Sales Call (Team Activity) (100 points)

1. The participant will select an agricultural product representing one of the seven instructional areas:
 - Agricultural Mechanics
 - Agricultural Production
 - Agricultural Products and Processing
 - Agricultural Supplies and Services
 - Forestry
 - Natural Resources and Rural Recreation
 - Ornamental Horticulture
2. The size of any props and products will not exceed what an individual participant can handle and will fit on a standard 30 inch x 48 inch folding table. In the event more than one team member sells the same product, each individual team member must have their own props allowing all team members can compete at the same time.

Note: No flammable or corrosive materials can be brought into the event area.
3. The team will give three copies of the team's project summary sheet (see "d") to the state office by the deadline set in the official calendar. Team members should also have three copies to give to the judges before their presentation. The judges will inform the team when they are ready to begin.
4. The product summary sheet will be one page, single sided and 12 pt. font (Times, Times New Roman or Arial). Participant's name and state will be in the upper left-hand corner. The product summary sheet should clearly state the role of the customer (event judge). Examples include dairy farmer, purchasing agent, etc. The summary sheet should include the following:
 - Representation (company/chapter)
 - Role customer is to play
 - Product to be sold

Features of the product

Method of demonstration

Sales call objective

Product or service price

Examples of two or more competing products and their prices

5. Each team will be allowed fifteen (15) minutes for their sales call with a time warning at twelve (12) minutes. The sales call will conclude at fifteen (15) minutes. The sales call will be interactive between the team and all judges.

VI. TIEBREAKERS

Should a tie occur, the written test will be used as the tiebreaker.

VII. AWARDS

Top two teams will be recognized on stage at the State FFA Convention. The winner will represent Tennessee at the National FFA Convention.

VIII. REFERENCES

This list of references is not intended to be 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.

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

Calming Upset Customers, Rebecca L. Morgan
ISBN 1-56052-384-0

Telephone Courtesy & Customer Service, Lloyd Finch
ISBN 1-56052-064-7

Sales and Service, Mike Martin
Ditzenberger and Kidney. *Selling- Helping Customers Buy*. South-Western Publishing
Company, Cincinnati, Ohio, 1992, 1-800-543-7972) ISBN 0538605316

**Agricultural Sales
Sales Call**

Name: _____

Contestant No.: _____

Chapter: _____

State: _____

Category	Possible	Score
Pre-call Planning Anticipating customer needs (5) Product Knowledge (10)	30	
Introduction Identify yourself Purpose of call (if applicable) Establish Rapport	20	
Approaching the Customer First Impression Create Customer Attention	20	
Attitude Pleasant Friendly Professional Empathetic	40	
Determining Customer's Wants and Needs Ask Leading Questions Demonstrate good listening skills	30	
Demonstration Product Features and Benefits relevant to customer's wants Allow Customer to Participate	40	
Develop Solution Evidence of Product Knowledge Overcome customer objections	60	
Information via Customer Interaction Probing to Determine the Problem Clarify the Problem	50	
Customer Objections Identify Customer Objections Handle Customer Objections	40	
Closure Confirming Customer Interest (trial close) Recognize Closing Opportunities Ask for a buying decision	40	
Overall Effectiveness	30	
Total Score:	400	

Judge's Signature: _____ **Date:** _____