

## 2014 – State FFA Agricultural Sales Career Development Event

The model agricultural sales event will consist of three parts: an objective test, oral sales presentation, and mock job interview. The event will be a team event consisting of four students. All team members will participate in the test and sales presentation and job interview components of the event. The event will consist of 175 total possible points per team member (test - 50 points, sales presentation - 100 points, and job interview - 25 points) for a total team score of 700 points, with all FOUR scores counted.

Should a tie occur in the individual or team scores, the tie will be broken by the highest sales presentation score. If the tie cannot be broken using the sales presentation score, the highest written score will be used. If a tie still exists, the highest job interview score will be used to break the tie.

### **PART I - SALES PRESENTATION**

- A. All participants will conduct a sales presentation.
- B. Official dress is required.
- C. The participant will select a **Natural Resources** product representing one of the seven instructional areas (Note: practicum areas for future years include: 2015-Agricultural Mechanics):
  1. Agricultural Mechanics
  2. Agricultural Production
  3. Agricultural Products and Processing
  4. Agricultural Supplies and Services
  5. Forestry
  6. Natural Resources and Rural Recreation
  7. Ornamental Horticulture
- D. Each participant will provide a copy of all written/brochure information used in preparation to the State Advisor by Thursday, April 11, 2014.
- E. Each participant will provide three copies of the project summary sheet (see F) to the State Advisor by Thursday, April 11, 2014.
- F. Guidelines for the project summary sheet (typed and double spaced):
  1. Participant's name
  2. Statement of situation, circumstances, locations, etc.
  3. Representation (company/chapter)
  4. Product to be sold
  5. Features of the product
  6. Product structure (Product structure is simply what size container, is it a liquid powder etc, is it concentrated, possible mixing rates, etc. It is there simply to give the judge a feel for the product and make them more knowledgeable when they interact with the student).
  7. Warranty
  8. Service availability
  9. Demonstration of function
  10. Competitors and pertinent information
  11. Price
  12. Closing statement or method
- G. Each participant will be allowed seven to ten minutes to present information interactively, responding to questions as they arise from judge(s).

## H. Evaluation Criteria

1. Preapproach
  - a. Project summary sheet
  - b. Preparation for sale
  - c. Product knowledge
2. Approach
  - a. First impressions
  - b. Create customer attention
  - c. Determine customer wants
  - d. Establish rapport
3. Demonstration
  - a. Feature any related customer benefits
  - b. Allow customer to participate
  - c. Attempt trial closes
4. Handling customer objections
  - a. Identify customer objections
  - b. Handle customer objections
5. Closing the sale
  - a. Ask for the order
  - b. Recognize closing opportunities

### SALES PRESENTATION SCORE CARD

	Excellent	Good	Fair
Preapproach (30)	24-30	16-22	8-14
Approach (10)	8-10	6	4
Demonstration (30)	24-30	16-22	8-14
Customer Objections (10)	8-10	6	4
Closure (20)	16-20	10-14	4-8
<b>Total Points</b>	<b>100</b>		

### PART II - OBJECTIVE TEST

The objective test of the Agricultural Sales Career Development Event is designed to determine team members' understanding of the professional sales process, the role that selling plays in the marketing of agricultural products and the knowledge possessed by students relative to the content areas of advertising and promotion, customer relations, product displays, telephone skills, market analysis, customer prospecting, job application and interviewing for a sales position.

- A. Team members will work individually.
- B. The test will consist of 50 multiple-choice questions, with 50 minutes allowed for completion of this section of the event.
- C. Fifty points are allowed for this section of the event. One point per question.
- D. The test will be based on the list of references found in the National Career Development Events 2006-2010 handbook.

### **PART III - MOCK JOB INTERVIEW**

This part of the event will consist of a mock job interview of each participant by one or more judges. The participant will be given a choice of one of these three possible agriculturally related positions from which to interview and will answer questions presented by the judge(s) for 5 minutes (1 minute of preparation and 4 minutes delivery).

#### **Dairy Farm Worker (The University of Maine)**

The University of Maine's Animal Science Department and MadCows are looking for a dairy farm worker to be hired as soon as possible for the upcoming school year. The University of Maine maintains the Witter Farm for experimental and educational use by University departments and faculty.

The person hired for this position will help maintain milking cow stalls, monitor faculty and student experiments, and work with others to make sure milk cows get fed and milked twice a day. Dairy farm worker will also assist with forage crop production and harvest during the growing season.

Must be able to work well with other dairy farm workers and with University of Maine faculty, staff, and students. Livestock knowledge and background preferred. Ability to do varied job types a requirement. Expanded hours during the spring, summer, and early fall expected.

Salary: \$15/hr.

#### **Farm and Kitchen Aide (Maine-ly Poultry)**

Maine-ly Poultry seeks farm and kitchen worker for year-round employment. Farm responsibilities include feeding and watering chickens and turkeys as well as maintaining barns. Responsibilities in kitchen include ingredient preparation, pot pie assembly and baking, and packaging for freezing.

Farm workers are required to be at work from 8:30 am to 6:30 pm for at least four days during the week. Employees must assist in poultry slaughter and processing day every month. Workers cover farm store register a couple of days a month for direct on-farm sales to local customers.

Must be motivated with positive attitude, work well with other staff and supervisors, and be friendly with customers. Background in animal growth and nutrition and previous farm and retail experience preferred. Future employment as a farm and store management supervisor possible.

Salary: \$12/hr plus free room and board.

#### **Sales Representative (ME-Ugg, Inc.)**

ME-Ugg, Inc. needs a full time sales representative for its central Maine office. ME-Ugg offers a wide range of hand-stitched boots using local Maine wool and leather sold at prices competitive with Australian imports. Other northern outdoor accessories are also carried.

Successful candidate must gauge customer needs, explain product characteristics, and sell ME-Ugg boots and accessories to customers, retailers, and area sports teams. Experience in or aptitude for sales a requirement. Knowledge of and experience with valued-added production and fashion preferred.

Personal rapport with customers needed. Must work well with other ME-Ugg employees both nationally and internationally. Business hours are 8 am to 8 pm, Monday through Friday. Some weekend work required. Need to attend occasional product demonstration and sales workshops.

Salary: Base salary plus commission, to be negotiated.

The participant will be evaluated on the basis of:

- A. Poise- 5 points
- B. Attitude - 5 points
- C. Ability to answer questions effectively - 10 points
- D. Communicating personal contribution to company - 5 points

**Total Points – 25**