

## 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 the 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).

#### **General Park Worker (Baxter State Park)**

The state of Maine is looking for a general park worker for trail clearing, wildlife monitoring, and general maintenance. Baxter State Park maintains many acres of protected state forest for hiking, fishing, and canoeing.

The person hired for this position will make sure park trails are clear of trash and fallen trees, assist in monitoring and collecting data about wild park animals, and will help clean and maintain campsites and park buildings.

Must be able to work well with other park workers and with visitors to Baxter State Park. Forestry knowledge and background preferred. Ability to do varied job types a requirement. Reduced hours during the winter months can be expected.

Salary: \$12/hr.

#### **Nature Camp Counselor (Camp Katahdin)**

Camp Katahdin seeks summer camp counselor for a series of three nature camps running from the beginning of June to the end of August. Responsibilities include supervising kids and organizing indoor and outdoor activities. Camp Katahdin camps are for children ages 8 to 12. Both boarding and day camp options are available.

Camp counselors are required to be in charge of multiple indoor classes and outdoor nature activities. Supervision of kids during evening activities, in cabins, and at meals is required. One full day and one half day guaranteed off a week.

Must be able to supervise kids, work well with other camp counselors and staff, and have positive attitude. Background with outdoor activities a requirement. Previous experience counseling children preferred. Employment restricted to summer months.

Salary: \$10/hr.

#### **ATV Sales Representative (Paul Bunyan Motorsports, Inc.)**

Paul Bunyan Motorsports (PBM) needs a full time sales representative for central Maine. PBM offers a wide range of outdoor vehicles including ATV's, snowmobiles, and motorbikes. A full range of accessory items, clothing, and trailers are also carried.

Successful candidate must be able to gauge customer needs, explain vehicle and equipment features, and sell PBM products. Experience in or aptitude for sales a requirement. Knowledge of and experience with outdoor vehicles preferred.

Personal rapport with customers needed. Must work well with other PBM employees. Business hours are 8 am to 8 pm, Monday through Friday. Saturday hours are 9 am to 3 pm. Need to attend demonstration workshops once a week throughout Maine.

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**