

## State FFA Agricultural Sales Career Development Event

The virtual agricultural sales event will consist of two parts: an objective online multiple-choice test and an oral (Zoom) sales presentation. The event can accommodate individual participants and official chapter teams consisting of four students. All individuals and team members will participate in both components of the event. The event will consist of 150 total possible points per team member (test - 100 points, sales presentation - 100 points) for a total team score of up to 800 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 - 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 35 minutes allowed for completion of this section of the event.
- C. One hundred points are allowed for this section of the event. Two points per question.
- D. The test will be based on the list of references found in the National Career Development Events 2017-2021 handbook.

### **PART II - SALES PRESENTATION**

- A. All participants will conduct a sales presentation via Zoom to a panel of judges.
- B. Official dress is required.
- C. The participant will select a product representing one of the seven instructional areas:
  - 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 Monday, March 22, 2021.
- E. Each participant will provide three copies of the project summary sheet (see F) to the State Advisor by Monday, March 22, 2021.

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 (size of container; is it a liquid, powder, etc.; is it concentrated; possible mixing rates, etc. This information will 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 |
|--------------------------|-----------|-------|------|
| Pre-approach (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  |

**Total Points**

**100**