



## Career Program Area: Agricultural Sales

### Specific Rules

1. Career Program time schedule will be based on the following:
  - a. Written Examination: 30-45 minutes
  - b. Sales Materials
  - c. Sales presentation: 5 minutes for set up, 15 minutes for presentation and 5 minutes for question and answer session.
2. Participants may bring to the sales presentation some type of media containing information on the product that is being sold. This may include: the product itself if feasible print media, PowerPoint presentation, charts, etc.
3. The item being sold may resemble an existing product. However, nowhere in the presentation, on the product or in any media shall an existing corporate name or logo be used. All advertising media should be developed and assembled by the participant.
4. The sales presentation will be given to one of three judges. One judge will act as the potential customer, the other two as observers scoring the presentation and receiving feedback from the customer after the contestant has left the room.
5. All materials including: an outline of the Agricultural Sales situation describing the product or service you are selling, the customer's profile information and the sales scenario (i.e. cold call, customer inquired about product/service, past customer, etc.) are to be paper clipped together and submitted to the registration desk at registration time. The list of materials to be submitted can also be found on the product summary sheet.

### Procedures

The objective of the Agricultural Sales Career Program Area is to evaluate and develop the skills necessary for students to be successful in sales. Proficiencies will be tested in the following areas:

1. Written examination consisting of questions about sales procedures, processes, theory, etc.
2. Sales presentation and ability to display the following skills: Verbal Communication, Written Communication, Physical Communication, Proper appearance, Body language, Interactive Communication.
3. Ability to listen and question in order to gather information
  - a. Product knowledge, features and benefits of a product
  - b. Identifying potential customer objections
  - c. Knowledge of the proper use of a product
4. Sales process identifying target demographic through marketing and historical data (i.e. cold calling, advertising, internet applications).
5. Develop sales presentation that determines and addresses the customer needs and objectives.

6. Attempt to close the sale and accurately take the order.

### **Performance Evaluation**

Each participant will be evaluated on performance in each of the activity areas:

- Written Examination – 50 points
- Sales Materials-50 points
- Sales Presentation – 150 points

State Awards and Recognition will be given to 1st, 2nd and 3rd place.