



**Pre-Call Planning Team Practicum**  
**SAMPLE Michigan FFA Ag Sales Contest**  
**Contestant's Copy**



Your Sales Team is preparing to sell to a potential customer. This is known as pre-call plan. Your customer is Modern Farm Supply that sells products in a mixed rural and urban area. You wish to place your products in their location for sale. Modern Farm Supply is a sole proprietorship business and is owned by Ms. Mariana Pence. Ms. Pence is a recent widow and has three children and seven grandchildren. She is active in her local community including the county fair and her church.

The four members of this team must all participate in this Pre-Call Planning process. You now have 15 minutes to prepare a pre-call plan. Upon the completion of the 15 minutes, you will be taken over to your immediate supervisor (the judge) to share with him/her your Pre-Call Plan for selling your product to the customer described above. You will have 8-10 minutes to present your Pre-Call Plan to the judge. Be sure to include the following information in your presentation:

- Potential questions to build rapport.
- Common interests that team members have with the customers.
- Questions that help determine the wants and needs of the customer.
- Active listening skills or techniques for determining needs and wants.
- Potential needs and wants of the customer and match them to the products' features and benefits.
- Potential objections of the customer.
- Potential concerns of each customer.

Note: Students are expected to explain their decisions for the pre-call plan based on selling principles.

Additional questions may be asked to ensure the skill sets have been evaluated.

*Note: Due to the time constraints of your supervisor (the judge), your presentation will be limited to the allotted 10-minute maximum time frame, and you may be stopped if you exceed the 10 minute time allotment.*

***STUDENTS: Return this sheet  
to the Envelope  
Before Being Judged.***