



Pre-Call Planning Team Practicum 2022 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 Rural King, a retail store in St. Johns, Michigan. They sell general agricultural merchandise to farmers and rural residents. Your contact at Rural King is Mr. (or Mrs.) Johnson. He/She is a former FFA member from Illinois, has 3 children (Tom-16 years old, Janet-14 years old and Sally-9 years old), and enjoys gardening, fishing, and raising beef cattle to show at the county and state fairs. The Rural King customer base includes hobby farmers (small scale farmers) and rural residents who enjoy working outdoors. You currently sell this store other products but are now wanting to add this new product that you are promoting (the product you sold in your individual sales presentation today).

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.***



Customer Relations Practicum

2022 Michigan FFA Ag. Sales Contest



Background Information:

You are a salesperson at Hutson John Deere in Portland, MI. You sell all sizes of John Deere tractors, implements, lawn and garden equipment and gators. You have a good mix of customers including farmers and rural residents.

Last fall, Alex Miller's family purchased a 60" zero-turn riding lawnmower to mow their 3-acre lot around the farm. They used it 1 time before putting it away for the winter. Alex is now in your office, upset because the lawnmower will not start. They want to begin work on the yard with the spring weather now upon us and are frustrated that the brand-new mower is already broken. They want it fixed, and want it fixed today. Spring is a busy time of the year for your business, and your staff has all of next week already fully booked with previously scheduled repairs.

The mower has a one-year manufacturer's warrantee that covers all parts and labor to fix any manufacturer defects. You should discuss with Alex if it was winterized last fall and how it was stored over the winter. It is reasonable to believe that owner negligence could be the reason for the lawnmower not starting, and not a manufacturer defect. Store policy allows for you to honor all manufacturer warrantees, but service will always be performed by appointment, on a first in, first out basis. On items purchased within the last 12 months, the store also offers free "labor" on the repair of items not covered by the manufacturer's warrantee. In this case though, the customer would be responsible for the cost of any "parts" needed to make the repair.

The customer is demanding to be taken care of right away, or they will never step foot in your store again. Additionally, this family is well known in the area, and is often vocal with their opinions to the rest of the community.

Assignment:

You have 5 minutes to prepare and then 6-8 minutes to resolve this situation.

Process: At the end of your 5-minute preparation time, the contest volunteer will take you from your preparation area to your "customer" (the judge). The judge will play the part of the "customer".

Please make sure that you adhere to store policy while being creative in solving your customer's concerns.

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



Telephone Skills Practicum 2022 Michigan FFA Ag. Sales Contest



Background Information:

You are a salesperson for “Happy Trails Horse Farm”, an agrotourism facility in Alpena, MI who offers horse-back trail rides through the dunes and pine trails of Northeast Michigan. You have been working for this company for 5 years and are the “Customer Recruitment Manager” in charge of gaining new customers.

You are making a call to an interested prospective customer who registered at your booth at the MSU Rodeo last January. On the contact card that Tracy McElroy filled out, it indicated that their family was interested in doing some horseback riding this summer. You have 3 offers available to customers. They include:

1. **“Trail Explorers”** - This is a 1-hour trail riding experience. It offers a safe experience through our open forested area and great views of scenic Lake Michigan. This offer is normally \$50 per person but is only \$40.00 per person for new customers.
2. **“Trail Rider’s Paradise”** - This is a 2-hour trail riding experience. It offers a beautiful riding experience through our open forested area and traveling a one mile stretch of the sandy Lake Michigan shoreline. This offer is normally \$80 per person but is only \$65.00 per person for new customers.
3. **“The Grand Adventure”** - This is a 3-hour trail riding experience. It offers a beautiful riding experience through our open forested area, the challenge of riding up and down the sand dunes and traveling a one mile stretch of the sandy Lake Michigan shoreline. It also includes a grilled lunch on the edge of the dunes. This offer is normally \$120 per person but is only \$95.00 per person for new customers.

You require a major credit card number to hold the reservation. You are filling open spots in the schedule for the month of July 2022. All ride options are available daily at 9:00am, 11:00am and 2:00pm.

Your Assignment:

You will be placing a phone call to the Tracy McElroy to sell one of the packages described above. You got their name and number from the booth at the MSU Rodeo they attended earlier in this year. You are to promote your program and secure a sale.

You have up to 5 minutes to prepare and 6-8 minutes to complete your call.

***Call the Judge at _____ when you are ready to begin the contest.**

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