



## Customer Relations Practicum

### 2023 Michigan FFA Ag. Sales Contest



#### **Background Information:**

You are an employee at Tractor Supply Company in Portland, MI. You have an extremely broad mix of customers – including anybody who feeds and cares for animals. As part of your product mix, you sell Purina brand pet and livestock feed and nutritional products.

Last week, Alex Stump purchased a 40-pound bag of “Purina Pro Plan, Large Breed, Chicken and Rice Formula, Dog Food to feed the family’s sheep guard dog on the farm. After feeding about half of the bag, Alex noticed that there was a lot of broken pieces in the bag. It looked like somebody ran the food through a grinder and then put it in the bag. Alex is upset because their family paid top dollar for your best dog food, and it does not look good. Additionally, their dog does not like eating it and leaves part of it in the bowl each day. Alex wants to know what you are going to do about it. This is a working dog, and they can’t afford to have it unhealthy or hungry or it might not be able to protect their sheep.

The warrantee on the Purina bag states, “We guarantee outstanding quality and taste. If for any reason you’re not satisfied, simply let us know why, within 60 days of date on receipt. For a refund, send your original purchase receipt with the price circled, a brief explanation of why you were dissatisfied with the product, and your name and street address to:”

Pro Plan Satisfaction Guarantee  
Nestle Purina PetCare  
PO Box 340  
Neenah, WI 54957

Alex is demanding to be taken care of right away because they need to have good food to feed their dog right now. They don’t want to wait for the time it will take to mail in a receipt and then wait for a refund.

#### **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.

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Before Being Judged.***





## **Pre-Call Planning Team Practicum 2023 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 Nate Wilson, a farmer in Williamston, MI who farms 2000 acres, raises livestock and owns and operates a farmer's market and general farm merchandise store on main street, just east of town. Nate is a former FFA member and star state farmer recipient, has 2 children (Alex-2 years old and Cindy-4 years old), and enjoys watching football, fishing, and raising club lambs to sell to local youth to show at the county fair. You have visited with this prospect 3 times in the past 2 months but have not yet sold him your product. **(REMEMBER: This is the product you sold in your individual sales presentation today that you are also using for the Pre-Call Plan practicum).**

The four members of your 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 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:

1. Four potential questions to build rapport.
2. Four common interests team members have with the customer.
3. Four questions that help identify the wants and needs of the customer
4. Identify four active listening skills used to determine needs and wants.
5. Identify and match four potential needs and wants to the product's features and benefits.
6. Identify four potential objections.
7. Identify 4 potential concerns of the customer.

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

Additional questions may be asked by the judge 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.*

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## Telephone Skills Practicum 2023 Michigan FFA Ag. Sales Contest



### Background Information:

You are a salesperson for “Drone Deploy”, a drone software company out of Kansas City, Kansas. You have been working for this company for 2 years and are in sales. Your main focus is to sell drone software to farmers who already own their own drone.



You are making a call to Sam Miller, a farmer who filled out a contact card at the Commodity Classic Farm Show last month. On that contact card, Sam indicated that their family owns a “DJI Air 2” drone and was interested in purchasing software to help scout corn and soybean fields this summer on their 4000-acre farm. You have 2 software offers available. They include:

1. **Basic Flight Software (\$329/month):** This includes access for one user on the farm and up to 10 flights per week. Flights available include:
  - a. “Panorama Flights” – Software that allows you to send the drone up to a center point above the field and it creates a Panorama view of the field.
  - b. “Live Maps” – This software flies a pattern across the field and identifies areas of the field that are healthy, and areas that are under stress.
  - c. “Stand Count” – This software allows the drone to fly a field at low altitudes and give you a count of every plant in the field and where plants are missing.
  
2. **Advanced Flight Software (\$499/month):** This includes access for up to 4 users on the farm and unlimited flights per week. Flights available include:
  - a. “Panorama Flights” – Software that allows you to send the drone up to a center point above the field and it creates a Panorama view of the field.
  - b. “Live Maps” – This software flies a pattern across the field and identifies areas of the field that are healthy, and areas that are under stress.
  - c. “Stand Count” – This software allows the drone to fly a field at low altitudes and give you a count of every plant in the field and where plants are missing.
  - d. “Stockpile Analysis” – This software allows you to measure piles of silage, grain, or haylage and determine their volume.

You require a minimum purchase of 3 months of software service and offer a 10% discount for 6-month or greater purchases. You require a major credit card for payment or can bill them monthly for this software.

### Your Assignment:

You will be placing a phone call to the Sam Miller to sell one of the packages described above. You are to promote your software 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.**

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