



FFA

Ag Sales Contest Training

Contest Overview:



Practicums:

- Customer Relations
- Telephone Skills

Sales Presentation (indiv.)

(100 points/member)

400 Points Total

Practicum (indiv.)

(50 points/member)

200 Points Total

Pre-Call Planning (team)

(50 points/team)

50 Points Total

Written Test (team)

(50 points/team)

50 Points Total

**Grand Total Points for the
Team: 700 Points**

Sales Call

All participants will conduct a sales presentation on a product of your selection.

- Bring the Score card and the Project Summary Sheet to your judge
- Give them time to read and prepare
- 7-8 Minutes for Sales Call
- 2-3 Minutes for questions to clarify
- Not all judges will buy

	Excellent	Good	Fair
Pre-Approach (30)	24-30	16-23	8-15
Approach (10)	8-10	6-7	4-5
Demonstration (30)	24-30	16-23	8-15
Handling Customer Objections (10)	8-10	6-7	4-5
Closing the Sale (20)	16-20	10-15	4-9
TOTAL POINTS			100

Project Summary Sheet:

Purpose:

- Inform the Judge of their role to play.
- Concise – the judge has just a couple minutes to read and understand it.
- You are in charge of your own destiny.
- Support Materials:
 - ✓ Business Cards
 - ✓ Brochures
 - ✓ Product Samples
 - ✓ Order Form



Statement of Situation

You are a member of a local FFA chapter. You are looking for a club lamb to raise, show, and sell at for the county fair. Your goal is to win the overall show so you are looking for a top quality show lamb. A representative from Rockin' H has contacted you and during your phone call you have set up a meeting time to talk about the possibility of purchasing lambs.

Representation

Rockin' H is located at 9121 Houston Rd., Eaton Rapids, MI 48827.

Product to be sold

Our product is high quality show lambs. These lambs are bred for success.

Features of the product

Lambs are vaccinated, de-wormed, shorn (optional) and are guaranteed healthy at time of purchase.

Product Structure

Lambs are born from December 25th until February 1st. They are Suffolk Hampshire Cross. They should weigh approximately 120 to 150 pounds at time of fair.

Guarantee / Warranty

We guarantee that our lambs are bred from some of the best rams available and feature genetics that have been proven successful. When purchased, these lambs will be healthy and vaccinated.

Service availability

There are 4 components to a successful livestock project. We provide service for all 4 areas:

- Genetics- we select top genetics.
- Management-consultation on best practices are available.
- Nutrition- Top quality feed is available at the farm for purchase or we will consult with you to ensure that your lambs will be successful.
- Showmanship- Show day service is available

Competitors and pertinent information

AcMoody Farms sells Club Lambs on average for \$450. Thunderstruck Club Lambs sells club lambs on average for \$345.

Price

Price range at the farm is \$250 to \$500. Lambs sold elsewhere may be higher.

Closing statement

We are passionate about helping 4-H and FFA members grow and succeed. We look forward to developing relationships with market lamb showmen interested in quality livestock and helping you further develop their success and knowledge about agriculture.

All Former Practicums available at the MI FFA Website:

Association - Mich x +

michiganffa.org/association/

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MICHIGAN FFA
FUTURE

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- ▶ Michigan FFA History
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EVENTS

- ▶ Conferences
 - ▶ SLCCO
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 - ▶ Fall Conferences
 - ▶ Fall PDI
 - ▶ Washington Leadership Conference
 - ▶ State Convention
 - ▶ School Officials Trip
 - ▶ National Convention
- ▶ Career Development Events

Career Development Events - Mi x +

michiganffa.org/association/career/

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Career Deve

AFNR Education Contest

Broiler Contest

Discussion Meet

Leadership Contests

Skills Contests

Skills Contests

- + General Information
- + General Rules
- + Agricultural Communications
- + Agricultural Mechanics
- + **Agricultural Sales**
- + Agronomy

- Agricultural Sales

Students participating in the Agricultural Sales contest have the opportunity to showcase their abilities in the field of Agricultural Sales. All students compete individually in a sales presentation with a product of their choice. Each team competes, as a team, in a Pre-Call Planning Team Event. Two individuals from each team compete individually in a Consumer Relations Practicum while the other two individuals from each team compete individually in a Telephone Skills Practicum. All team members participate in a written test, taken as a team.

- Agricultural Sales Contest Rules
- Sales Presentation Scorecard
- Telephone Skills Practicum Scorecard
- Customer Relations Practicum Scorecard
- Pre-call Planning Team Event Scorecard

Previous Practicums

- 2010 Agricultural Sales Practicums
- 2011 Agricultural Sales Practicums
- 2012 Agricultural Sales Practicums
- 2013 Agricultural Sales Practicums
- 2014 Agricultural Sales Practicums
- 2015 Agricultural Sales Practicums
- 2016 Agricultural Sales Practicums
- 2017 Agricultural Sales Practicums
- 2018 Agricultural Sales Practicums
- 2019 Agricultural Sales Practicums

Previous National Exams

- 2017 Exam



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Customer Relations Practicum

Face to Face Interaction on a Customer Relations Issue.

➤ Types of problems which may be used are:

- ✓ Return of merchandise sold
- ✓ Defective merchandise
- ✓ Lack of understanding in use of merchandise

➤ 5 Minutes for Preparation

➤ 6-8 Minutes for Competition

	Possible Points
Conversation	
Voice, Tone, Grammar	5
Empathetic, Pleasant, Friendly	5
Confident, In Control, Takes the Lead	6
Information	
Requested from customer	6
Provided to customer	6
Assessment	
Correct identification of problem	6
Customer Validation	4
Correct solution prescribed, Creativity	6
Resolution and Closing	
Review, Verify, Draw closure	6
TOTAL POINTS	50



Customer Relations Practicum

2021 Michigan FFA Ag. Sales Contest



Customer Relations Practicum

Background Information:

You are a Customer Service Representative for Out West Western Store. Your company sells western clothing, horse tack (saddles, bridles, etc), services such as tailoring of clothing and steam shaping of hats purchased at that store, and anything else to outfit you and your horse or livestock for the show ring. Last week, Alex purchased a new felt Western hat for showing horses this summer. On the way home, a 40# bag of dog food fell on top of the hat, crushing it. Alex is a loyal and longtime customer of yours and is now calling you via Zoom about what happened to the new hat. Alex wants to know what you are going to do about this hat which no longer looks good enough to wear into the show ring.

The customer service policy for the Way Out West Western Store is to offer to replace any product that is unsatisfactory to the customer if they decide they no longer like the hat color or style, or if the product was found to have a manufacturer defect, as long as it has not been damaged or worn outside. You need to provide good customer service while abiding by the company policy. Being that Alex is a loyal customer, you want to ensure that he/she continues to purchase from your store.

Remember that it is your responsibility to empathize with the customer, look for creative ways to provide excellent customer service while still holding to your policy and ensure that this customer will continue to choose your store for show supplies in the future.

Assignment:

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



Telephone Skills Practicum

Receive or place a telephone call to or from a prospect or existing customer to be handled on an extemporaneous basis.

- Suggested calls might be:
 - ✓ From a customer with a product complaint
 - ✓ Placing a call to an existing customer to check on product performance and build a stronger customer relationship

- 5 Minutes for Preparation
- 6-8 Minutes for Competition

	Possible Points
Telephone Etiquette	4
Introduction	4
Voice	6
Attitude	10
Information Gathered from Customer	10
Evidence of Product Knowledge	6
Closing of Order/Dealing with Complaint	10
TOTAL POINTS	50



Telephone Skills Practicum

Your Assignment:

You will be receiving a call from Tracy Johnson, an interested prospect inquiring about your company's lawn care equipment. By using probing questions, you will find out that Tracy is interested in purchasing a new Stihl (pronounced Steel) Brand Weed Trimmer to maintain their family yard and to trim weeds away from their electric fence for their 4 horses on their 20-acre farm. You should also plan to learn additional information from Tracy as you build rapport and attempt to make the sale.

You have 5 minutes to prepare, and 6-8 minutes to complete the call.

Background Information:

You are a salesperson at Franklin Lawn and Garden store. You sell all the equipment needed to maintain homeowner lawns and gardens. Franklin has been in business for 42 years and is well respected in the community. You have been selling for Franklin for 5 years and specialize in selling lawn mowers and weed trimmers. Also, you grew up in the community.



Weed Trimmer Models you carry in stock include:

1. Stihl FS 70 R: \$289.99 (Gas Powered)

As a professional, your time is valuable. The STIHL FS 70 R grass trimmer understands that. It features a powerful and fuel-efficient engine, which means longer run times and fewer refuels. The FS 70 R is also powerful (more powerful than the FS 56 RC-E) and makes quick work of your daily landscaping tasks. Need more line? Just tap the cutting head on the ground and watch as its AutoCut® head automatically feeds out new line. The trimmer is also built to last, featuring a durable cable drive shaft, a high-durability, forged connecting rod and a 4-bearing gearbox. And it's all backed by a rock-solid two-year limited warranty.

2. Stihl FS 91 R: \$329.99 (Gas Powered)

Fulfilling the demanding landscaper's trimming needs, the STIHL FS 91 R trimmer is the well-rounded choice for professionals. It features a low-emission engine and large fuel tank which provides 30% longer run times than the previous model. With its rubberized loop handle, this straight-shaft trimmer delivers a comfortable grip of product, the maneuverability needed to navigate obstacles and the power to cut them down. The FS 91 R trimmer also has a simplified three-step start procedure that saves users time, and a superior air filter benefiting you in the long run.

3. Stihl FSA 85: \$539.97 (Battery Powered - 2 batteries and charger included)

So powerful and light, it feels like cheating. The STIHL FSA 85 professional trimmer gives landscapers the ultimate tool for working in densely populated and noise-restricted areas. Powered by 36-volt Lithium-Ion battery technology, this trimmer is five times quieter than the STIHL gasoline-powered equivalent. And with no need for gasoline, the trimmer eliminates all fuel costs and has zero exhaust emissions – ideal for use in close quarters and municipalities looking to go green. Better yet, no power cords.

STIHL Lithium-Ion trimmers continue to run at full capacity, even as the battery drains. You can expect nothing less than 100% performance from the FSA 85 until the battery is completely depleted. The trimmer is also balanced and lightweight, delivering excellent cutting performance and low vibration for easy, smooth operation. Its variable speed trigger allows you to control cutting speed on the fly, so you can maneuver easily around delicate plantings. And when you need to spot trim, this trimmer instantly starts up with the pull of a trigger.

Run time may vary based on battery type, charge level and capacity, model, operating style and conditions. Batteries and chargers can be purchased separately or as a combined set with tool.

Pre-Call Planning Practicum

Team members will work together to development and present a “Pre-Call Plan”.

Teams will be allowed to use information from their individual sales presentation.

- ✓ The following information will be provided to the team:
 - ✓ Profile of a customer (could be a retail or a wholesale customer)

The team will be provided with paper and pencils. No presentation equipment such as laptops, flipcharts or dry erase boards allowed.

This pre-call plan should identify:

- ✓ Potential questions to build rapport for the scenario.
- ✓ 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.

As part of the pre-call activity:

- ✓ Teamwork and involvement of all team members will be judged.
- ✓ Students are expected to explain their decisions for the pre-call plan based on selling principles.

- 15 Minutes for Preparation
- 8-10 Minutes for Presentation

	Possible Points
Questions to build rapport	6
Common interests with customer	6
Questions to determine wants and needs	6
Active listening skills identified and stated	6
Matching needs & wants to features & benefits	8
Identifying customer potential objections & concerns	8
Teamwork – equal involvement of all members	10
TOTAL POINTS	50



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.

Sample Pre-Call Planning Practicum

You can use this sheet in the preparation room to help prepare your presentation:



Pre-Call Planning Practicum Team Summary Sheet

Team/school

Name: _____

Team #: _____

Be sure to address the following items: Questions to build rapport, common interests with customer, questions to determine wants and needs, active listening skills, matching needs and wants to features and benefits, and identifying potential objections and concerns.

Written Exam – Multiple Choice Only

Customer Classification Systems are used for which of the following purposes?

- a. A means of identifying “bad” customers.
- b. A means of qualifying customers.*
- c. A means of assessing a customer’s personality.
- d. A means of controlling the buying process.

When confronted by a dominating customer, it is a good sales technique to do which of the following?

- a. Let the customer do all of the talking.
- b. Present your information quickly.
- c. Make them feel important by nodding in agreement.
- d. All of the above.*

What is the most frequent mistake made by new salespeople?

- a. Pushing too hard to get the sale.
- b. Using a negative close on a customer.
- c. Ignoring a customer’s needs or questions.
- d. Failure to close the sale. *

A Cold Call is...

- a. A visit with a potential new customer.
- b. A telephone call establishing an interest in your company and/or product.
- c. A conversation at a local trade show with a non-customer you just met..
- d. All of the above*

“Shall I start your order with the product you just mentioned?” This is an example of what sales technique?

- a. An open-ended statement
- b. A trial close*
- c. A response to a customer’s objection
- d. A means of keeping the customer engaged in the presentation.

The “margin” in a product’s price is best described below as...

- a. Cost of product + tax
- b. Cost of product + fixed percentage*
- c. Cost of product + cost of sales
- d. Cost of product + discount

Matt is planning next year’s sales budget. He would like to hire another salesperson; however, he knows that to get his manager’s approval he needs to build a good case for the new hire. He needs to justify that the new person will be...

- a. a great help
- b. a return on equity
- c. a return on investment*
- d. will increase workload

Melinda was on her way home after a long but productive day. She was looking forward to a great evening with friends. Her telephone rings; it is her boss. One of her customers needs some new product for his business this evening. Melinda always ends her sales calls with, “...you won’t be disappointed with our service. We deliver.” What action should she take?

- a. Make the delivery. Friends will wait. Keep your word. *
- b. Call one of her colleagues whom she has helped in the past to make the delivery.
- c. Call client and tell him that she will be at his business first thing in the morning.
- d. Call client and tell him that she is sorry, but shipments are only made on Tuesdays as per company protocol.

* = Correct Answer



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Good Luck