

Agricultural Sales CDE

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2121 Business Building

Monday, May 6, 2019

Registration: 8:00 - 11:30 a.m. and 1:00 - 4:30 p.m. (upon arrival at scheduled time)

Contest: 8:00 - 11:30 a.m. and 1:00 - 4:30 p.m. (2 teams compete every 30 minutes)

Note: Each team will need to request a time to compete at the same time that product summary sheets are emailed to David Lehman at lehman@ksu.edu

The Agricultural Sales Career Development Event will consist of three parts:

1. Written Test
2. Sales Presentation
3. Team Sales Activity

A. Individual Activities

1. Written Test (100 points)

The objective test of the Agricultural Sales Career Development Event is designed to evaluate an individual participant's knowledge of basic selling skills. The exam will be based on the given POWERPOINTS. A twenty-five question multiple choice test will be administered, with four points awarded for each correct answer for a possible score of one hundred (100) points. Old reference materials will NOT be used. All the questions will come from the two PowerPoint files which describe two different sales methods.

2. Sales Presentation (100 points)

Contestants will participate in an **interactive** sales presentation with a judge who will be playing the role of a prospective customer. Each contestant will be allowed ten (10) minutes for the sales presentation, with a time warning at eight (8) minutes, when only two (2) minutes are remaining. The sales presentation will conclude at ten (10) minutes. No team members will be judged by the same judge.

Each team is required to email product summary sheets for each participant to David Lehman at lehman@ksu.edu as soon as possible after district contests are completed. In addition, each participant is required to bring one copy of the participant's project summary sheet to be given to the contest coordinators at the time of registration in 2121 Business Building on May 6, 2019 in order to complete your registration.

Guidelines for the Product Summary Sheet:

One page, single sided, typed. The summary sheet should include the following:

1. Representation (company/chapter)
2. Statement of situation – describes the customer's role play situation, including possible needs the customer may have
3. Product to be sold
4. Features of the product
5. Warranty
6. Service availability
7. Demonstration of function
8. Competitors and pertinent information
9. Price
10. Closing method

Note: Please e-mail your Product Summary Sheets to David Lehman (lehman@ksu.edu) and request a competition time as soon as possible after district contests, so that your product summary sheets can be distributed to the appropriate judges before the day of the state Agricultural Sales CDE.

Product or Service Sold: Each participant will select an agricultural product representing one of the seven instructional areas, including Agricultural Mechanics, Agricultural Production, Agricultural Products and Processing, Agricultural Supplies and Services, Forestry, Natural Resources and Rural Recreation, or Ornamental Horticulture.

Products and Props: Participants are encouraged to bring sample products or props to demonstrate during the sales presentation; however, the size of any products or props must not exceed a reasonable size that can be easily handled by the participant and must be able to fit on the table used during the event. Each participant may also bring additional brochures, photos or other written/visual materials that can be used as part of the sales presentation. A blank invoice may be used by the participant; however, please note that there are no points on the score sheet for filling out an invoice.

Scoring Criteria for Sales Presentation

CATEGORY	POSSIBLE	SCORE
Pre-call Preparation <ul style="list-style-type: none"> • Product Summary Sheet • Anticipate customer needs • Product knowledge 	15	
Approaching the customer <ul style="list-style-type: none"> • First impression • Create customer attention • Social conversation 	10	
Determining customer's wants and needs <ul style="list-style-type: none"> • Determine wants and needs • Ask good questions • Demonstrate good listening skills 	15	
Demonstration <ul style="list-style-type: none"> • Product features and benefits relevant to customer's wants/needs • Allow customer to participate 	30	
Customer objections <ul style="list-style-type: none"> • Restate or clarify the customer's objection • Handle the customer's objection • Confirm that the customer's objection is no longer a concern 	10	
Closing <ul style="list-style-type: none"> • Confirming customer interest • Recognize closing opportunities • Ask for the order using appropriate closing method 	20	
TOTAL POINTS	100	

B. Team Activity - 2019

Team Sales Activity (100 points)

The Team Sales Activity will provide the opportunity for teams of up to four contestants from each chapter to work together to demonstrate teamwork, rapport building, need discovery, problem solving, analysis, decision making, ability to handle objections, closing and overall selling and presentation skills. Advisors are not allowed to assist participants during the Team Sales Activity and are not allowed to be in the contest area during this event. This year, the Team Sales Activity is based on a real-life sales and marketing challenge for **Munson's Prime** restaurant in Junction City, Kansas, as described in the following paragraphs below. Please refer to the Munson's Prime website at www.munsonsprime.com for background and product information.

Your team is playing the role of sales and marketing consultants for your client, **Munson's Prime** restaurant, located in Junction City, Kansas. You have been asked by the owners, Charles (Chuck) and Deana Munson, to briefly review the current sales and marketing efforts for their restaurant and make your recommendations for the best way(s) for **Munson's Prime** to sell its prime beef in the future.

The Munson family has been raising Angus cattle and marketing beef since 1924. More than 90 percent of Munson's beef grades prime (compared to less than 2 percent of all beef in the U.S. grading prime), due to the excellent genetics of their Angus cattle and the way the beef are raised, fed and finished. The challenge for the Munson family is how to find the best way to capture the market premium for their prime beef. Past marketing has included selling their prime beef at wholesale to retailers, selling their prime beef to high-end restaurants, including Ruth's Chris Steak House, selling retail to consumers and most recently, through **Munson's Prime** restaurant. However, profitability has been challenging for the restaurant and that's why the Munson family has requested your recommendations for future sales and marketing of their prime beef.

You should consider all possible options, including (but not limited to) the following:

- Sell Munson's prime beef at the prevailing wholesale market price for prime beef
- Sell Munson's prime beef through the Manhattan Meat Market in Manhattan, KS
- Sell Munson's prime beef direct to consumers (whole, half or quarter carcass or smaller quantities) through direct in-person sales or through its website
- Continue selling Munson's prime beef through Munson's Prime restaurant in Junction City, KS (current location) or possibly relocate to another city (larger market)

Although there is not just one right answer to this sales and marketing challenge, you will be evaluated by the judges for your creativity and rationale for your recommendations, as well as the other criteria on the scoring sheet on the following page.

The team will present their sales and marketing recommendations for the product (Munson's prime beef) to the prospective clients in a face-to-face meeting. Teamwork and participation of all team members will be judged in addition to the final presentation. The Team Sales Activity consists of three phases as follows:

Presentation (10 minutes): Each team will have ten (10) minutes to deliver their presentation, with an eight (8) minute warning when two (2) minutes are remaining. A computer and a large, wall-mounted display monitor is in the presentation conference room and may be used for the presentation. Teams will need to bring a usb with their presentation in order to use the computer and display monitor in the room. The judges will play the role of the prospective clients (Munson family) for the team presentation, so the 10-minute Team Sales Activity should be interactive between the team members and the judges who are the prospective clients.

Scoring Criteria for Team Sales Activity

CATEGORY	POSSIBLE	SCORE
Teamwork evaluation <ul style="list-style-type: none"> • Did each team member participate during the presentation and provide input to the proposed solution? • Did team members demonstrate effective communications and listening skills during the presentation? • Did team members respect input of other team members? 	20	
Product knowledge / Analysis of information <ul style="list-style-type: none"> • Did team members demonstrate an appropriate level of product knowledge? • Did team members accurately analyze information? 	10	
Selling skills / Sales and Marketing recommendations <ul style="list-style-type: none"> • Did team members establish rapport with customer? • Did team members identify customer's needs and wants? • Did team members identify features and benefits of the product to address customer's need and wants? • Did team members match benefits to buying motives? • Did team members demonstrate creativity and "outside of the box" thinking in their approach to this marketing challenge and their solutions and recommendations? • Did team members recommend an appropriate sales and marketing strategy based on customer's needs, including the rationale or justification for these recommendations? • Did team members identify potential customer objections and address these objections or concerns? • Did team members close the sale? 	40	
Presentation <ul style="list-style-type: none"> • Was the overall delivery of the presentation professional and well thought out? • Was the presentation clear and persuasive? • Did all team members participate in the presentation? 	20	
Questions and answers <ul style="list-style-type: none"> • Did team members correctly answer questions? • Was teamwork evident in responses to questions? 	10	
TOTAL POINTS	100	

Additional Special Notes:

- Official Dress is required (non-compliance will result in a 10% deduction off the final team score).
- Teams may take the written examination before their scheduled competition times
- Judges will not be asked to wait for students competing in other CDE Events.

Awards:

- Plaques for top 3 teams
- Certificates for teams 1-5
- Top ten individual medals and certificates