

# Agricultural Sales

**Contact:** Taylor Belle Matheny, tmatheny@ksu.edu

**Location:** Remote/Virtual

**Contest Date:** Wednesday, May 5th, 11-12 p.m.

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

- Exam that will be taken online through Next Thought (Learning Management System)
- Virtual Sales Role Play using Zoom
- Virtual Team Sales/Marketing Activity using Zoom

## Individual Activities - 2021

### 1. Exam (100 points)

The objective exam for the Agricultural Sales Career Development Event is designed to evaluate an individual participant's knowledge of the agricultural sales process, including basic selling skills. A twenty-five question multiple choice exam will be administered online using Next Thought (FFA Learning Management System), with four points awarded for each correct answer for a possible score of one hundred (100) points. Reference materials from previous years will not be used for this year's exam. All the questions will come from Part III (Chapters 6-10) of ProSelling: A Professional Approach to Selling in Agriculture and Other Industries, by W. Scott Downey, et al. (2011).

### 2. Virtual Sales Role Play using Zoom (150 points)

Contestants will participate in an **interactive** virtual sales role play using Zoom with a buyer/judge who will be playing the role of a prospective customer. Contestants should enter the Zoom meeting waiting room five (5) minutes before the scheduled appointment time for the sales role play. Each contestant will be allowed up to ten (10) minutes for the sales role play, with a time warning at eight (8) minutes, when only two (2) minutes are remaining. Contestants should stay on the Zoom call for up to five (5) additional minutes after the end of the sales role play to allow buyers/judges to give feedback and potentially ask clarification questions if needed.

**Product/Service Sold:** Participants may sell any agricultural product or service. However, it's usually best to choose something that's not too complicated so that the contestant doesn't have to spend too much time explaining the product or service to the prospective customer.

**Product and Props:** Participants may use appropriate visual aids to virtually demonstrate the product/service via Zoom during the sales role play.

**Questions:** If you have any questions, please contact David Lehman directly. You are welcome to call him at (785) 341-1537 (mobile) or you may contact him by email at lehman@ksu.edu.



# 2021 State FFA Ag Sales CDE Virtual Sales Role Play Scoring Sheet

Contestant's Name: _____	FFA Chapter: _____						
<b>Approach: 16%</b>	<b>weak</b>					<b>excellent</b>	<b>Comments</b>
<b>(OBJECTIVE: Effectively gain attention and build rapport)</b>							
• Professional introduction	1	2	3	4	5	6	
• Gains prospect's attention	1	2	3	4	5	6	
• Effectively build's rapport	1	2	3	4	5	6	
• Smooth transition into needs identification	1	2	3	4	5	6	
<b>Needs Identification: 20%</b>	<b>weak</b>					<b>excellent</b>	
<b>(OBJECTIVE: Obtain a clear understanding of customer's situation in order to prepare a customized presentation)</b>							
• Uncovered decision process (decision criteria, people involved in decision process)	1	2	3	4	5	6	
• Effectively determined relevant facts about buyer	1	2	3	4	5	6	
• Effectively uncovered needs of buyer (discovered current problems, goals, etc.)	1	2	3	4	5	6	
• Asked effective questions that brought to the buyers' attention what happens to the buyer when problems continue (helped convert implied needs to explicit needs)	1	2	3	4	5	6	
• Gained pre-commitment to consider the product and smooth transition to presentation	1	2	3	4	5	6	
<b>Presentation: 16%</b>	<b>weak</b>					<b>excellent</b>	
<b>(OBJECTIVE: Persuasively match your product's benefits to meet needs of the buyer)</b>							
• Presented benefits-based upon needs of buyer instead of only features	1	2	3	4	5	6	
• Logical, convincing presentation	1	2	3	4	5	6	
• Effectively involves buyer in the conversation (virtually --- given the limitations of Zoom)	1	2	3	4	5	6	
• Effective use of trial closes (follow-up questions to determine where buyer is in decision process)	1	2	3	4	5	6	
<b>Overcoming Objections: 12%</b>	<b>weak</b>					<b>excellent</b>	
<b>(OBJECTIVE: Eliminate concerns or questions to prospect's satisfaction)</b>							
• Initially gains better understanding of objection (clarifies or allows buyer to clarify the objection)	1	2	3	4	5	6	
• Effectively answers the objection	1	2	3	4	5	6	
• Confirms that the objection is no longer a concern of the buyer	1	2	3	4	5	6	
<b>Closing and Follow-up: 12%</b>	<b>weak</b>					<b>excellent</b>	
<b>(OBJECTIVE: Take the initiative to understand where you stand with the buyer now and in the future)</b>							
• Persuasive in presenting a reason to buy product/service	1	2	3	4	5	6	
• Asked for appropriate commitment from the buyer	1	2	3	4	5	6	
• Made specific plans for the next step	1	2	3	4	5	6	
<b>Preparedness: 8%</b>	<b>weak</b>					<b>excellent</b>	
• Seemed knowledgeable, brought in facts	1	2	3	4	5	6	
• Organization – clear, interesting, logical	1	2	3	4	5	6	
<b>Communication Skills: 8%</b>	<b>weak</b>					<b>excellent</b>	
• Effective verbal communication skills (active listening; restated, rephrased, clarified, probed for better understanding)	1	2	3	4	5	6	
• Appropriate non-verbal communication	1	2	3	4	5	6	
<b>Overall: 8%</b>	<b>weak</b>					<b>excellent</b>	
	1	2	3	4	5	6	
	1	2	3	4	5	6	



# Pre-Call Planning Worksheet

Please complete the pre-call planning worksheet below and upload it on Next Thought (LMS) at the time of registration. (50 points possible)

Content Area	Description
Product/Service being sold	
Statement of situation/needs: (Prospect background information)	Customer background information (who is your customer)
Call Objective	
Ideas for rapport: (Opening)	
Need Discovery (Investigating)	<p>Situation Questions:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol> <p>Problem Question(s):</p> <ol style="list-style-type: none"> <li>1.</li> </ol> <p>Implication Question(s):</p> <ol style="list-style-type: none"> <li>1.</li> </ol> <p>Need-payoff Question:</p> <ol style="list-style-type: none"> <li>1.</li> </ol>
Making your presentation (Demonstrating capability)	<p>Feature and Benefits:</p> <p>Match benefits to needs (problems)</p>
Trial Closes	Planned Trial Closes
Closing the Sale (Obtaining Commitment)	Planned closing method or question
Anticipating and Handling Objection(s)	<p>Anticipated objection(s):</p> <p>Answers to objection(s):</p>



## Team Activity-2021

### **Virtual Team Sales/Marketing Activity using Zoom (150 points)**

The Team Sales/Marketing Activity will provide the opportunity for teams of up to four contestants from each chapter to work together as a team 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 directly assist participants during the Zoom meeting for the Team Sales Activity, except for technical support if needed. This year, the Team Sales Activity is based on a real-life sales and marketing challenge for **John Deere's "See and Spray" Sprayer** (developed by Blue River Technology that was acquired by John Deere in 2017).

Your team will be playing the role of sales and marketing consultants presenting to the top management of John Deere to address several questions concerning the best way to market **See and Spray**. You have been asked by John Deere management to make your recommendations for the best way(s) to sell and market this product.

You should address the following three questions in your presentation:

- What type of customer would be the ideal target market for **"See and Spray"**? Please be specific about the target customer you are recommending, based on your understanding of the producer/customer value **"See and Spray"** will create. You should also be sure to include the geographic area where the proposed target market is located, based on the type of customer you are targeting.
- What should the price of the **"See and Spray"** Sprayer be for the target market customer you have chosen? Note: The **"See and Spray"** Sprayer will still be in the testing phase in the spring of 2021, so the official price set by John Deere will most likely not be available yet.
- What are some ideas you have for marketing the **"See and Spray"** Sprayer to the target market customer?

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.

The team will present their sales and marketing recommendations for the product (**See and Spray**) to the panel of judges who will be playing the role of top management and **"See and Spray"** marketing team for John Deere in a virtual meeting using Zoom. Teamwork and participation of all team members will be judged in addition to the presentation.

**Presentation (10 minutes):** Each team will have ten (10) minutes to deliver their recommendations and answer questions, with an eight (8) minute warning when two (2) minutes are remaining. The judges will play the role of the clients (top management/marketing team for John Deere), so the 10-minute Team Sales/Marketing Activity should be interactive between the team members and the panel of judges. Please note: Questions and answers may be included within the 10-minute overall time limit for this activity. Contestants should enter the Zoom meeting waiting room five (5) minutes before the scheduled appointment time for the sales role play. Contestants should stay on the Zoom call for up to five (5) additional minutes after the end of the sales role play to all buyers/judges to give feedback and potentially ask clarification questions if needed.



## Scoring Criteria for Team Sales/Marketing Activity

Content Area & Description	Possible	Score
<b>Product knowledge / Analysis of information</b> <ul style="list-style-type: none"> <li>• Did team members demonstrate an appropriate level of product knowledge?</li> <li>• Did team members accurately analyze information?</li> </ul>	20	
<b>Selling skills / Sales/marketing recommendations</b> <ul style="list-style-type: none"> <li>• Did team members establish rapport?</li> <li>• Did team members identify customer's needs?</li> <li>• Did team members identify features and benefits of the product to address customer's needs?</li> <li>• Did team members match benefits to needs?</li> <li>• Did team members demonstrate creativity and critical thinking in their approach to this sales/marketing challenge and their solutions and recommendations?</li> <li>• Did team members recommend an appropriate sales and marketing strategy based on customer's needs, including the rationale or justification for these recommendations?</li> <li>• Did team members identify and address potential customer objections or concerns?</li> <li>• Did team members "close the sale" with a commitment from the top management of Apeel Sciences to accept recommendations?</li> </ul>	40	
<b>Problem solving</b> <ul style="list-style-type: none"> <li>• Did team members propose a reasonable solution to the sales/marketing challenge?</li> <li>• Did team members make a strong argument in favor of the proposed target market?</li> </ul>	20	
<b>Presentation</b> <ul style="list-style-type: none"> <li>• Was the overall delivery of the presentation professional and well thought out?</li> <li>• Was the presentation clear and persuasive?</li> </ul>	20	
<b>Teamwork evaluation</b> <ul style="list-style-type: none"> <li>• Did each team member participate in the presentation and proposed solution?</li> <li>• Did team members demonstrate effective communications and listening skills?</li> <li>• Did team members work well together?</li> </ul>	30	
<b>Questions and answers</b> <ul style="list-style-type: none"> <li>• Did team members answer questions well?</li> <li>• Was teamwork evident in responses to questions?</li> </ul>	20	
<b>TOTAL POINTS POSSIBLE</b>	150	

### Awards

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

