

Agricultural Sales CDE

David Lehman – Coordinator
Department of Agricultural Economics
Kansas State University
lehman@ksu.edu

Ag Sales Career Development Event (CDE) Date: May 2, 2022
Time: 9:00 a.m. to 5:00 p.m. (Two teams compete every 30 minutes, by appointment)
Location: TBD

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

1. **Exam** taken online though Next Thought (FFA Learning Management System)
2. **Sales Role Play**
3. **Team Sales/Marketing Activity**

A. Individual Activities - 2022

1. **Exam (100 points)**

The 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 25-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. 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. **Sales Role Play (150 points)**

Contestants will participate in an **interactive** sales role play with a buyer/judge who will be playing the role of a prospective customer. 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.

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 samples, props, and visual aids 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.

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2021 State FFA Ag Sales CDE Sales Role Play Scoring Sheet

Contestant's Name: _____	FFA Chapter: _____										
Approach: 16%								weak	excellent		Comments
(OBJECTIVE: Effectively gain attention and build rapport)											
• 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/set agenda		1	2	3	4	5	6				
Needs Identification: 20%								weak	excellent		
(OBJECTIVE: Obtain a clear understanding of customer's situation in order to prepare a customized presentation)											
• 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				
Presentation: 16%								weak	excellent		
(OBJECTIVE: Persuasively match your product's benefits to meet needs of the buyer)											
• Presented benefits-based upon needs of buyer instead of only features		1	2	3	4	5	6				
• Logical, convincing presentation that includes an appropriate demonstration and allows customer to participate		1	2	3	4	5	6				
• Effectively involves buyer in the conversation		1	2	3	4	5	6				
• Effective use of trial closes		1	2	3	4	5	6				
Overcoming Objections: 12%								weak	excellent		
(OBJECTIVE: Eliminate concerns or questions to prospect's satisfaction)											
• 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				
Closing and Follow-up: 12%								weak	excellent		
(OBJECTIVE: Take the initiative to understand where you stand with the buyer now and in the future)											
• 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				
Preparedness: 8%								weak	excellent		
• Seemed knowledgeable, brought in facts		1	2	3	4	5	6				
• Organization – clear, interesting, logical		1	2	3	4	5	6				
Communication Skills: 8%								weak	excellent		
• 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				
Overall: 8%								weak	excellent		
		1	2	3	4	5	6				
		1	2	3	4	5	6				

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Pre-Call Planning Worksheet

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

Content Area	Description
Product/Service being sold	
Statement of situation/needs: (Prospect background information)	Customer background information (Who is your customer? What are the customer's anticipated needs/situation factors or problems?):
Call Objective:	
Ideas for rapport: (Opening)	
Need Discovery (Investigating)	<u>Situation questions:</u> 1) 2) 3) <u>Problem question(s):</u> 1) <u>Implication question(s):</u> 1) <u>Need-payoff question:</u> 1)
Making your presentation (Demonstrating capability)	<u>Feature and benefits:</u> <u>Match benefits to needs (problems):</u>
Trial Closes	<u>Planned trial closes:</u>
Closing the Sale (Obtaining Commitment)	<u>Planned closing method or question:</u>
Anticipating and Handling Objection(s)	<u>Anticipated objection(s):</u> <u>Answers to objection(s):</u>

B. Team Activity - 2022

Virtual Team Sales/Marketing Activity (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 assist participants during the Team Sales Activity, except for technical support if needed. The Team Sales Activity is based on a real-life sales and marketing challenge for **John Deere's Autonomous 8R Series Tractor**, unveiled at the 2022 Consumer Electronics Show.

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 **John Deere's Autonomous 8R Series Tractor**. You have been asked by John Deere management to make your recommendations for the best strategies and tactics to sell and market this product.

You should address the following three questions in your presentation:

1. *What type of customer would be the ideal target market for the new **John Deere Autonomous 8R Series Tractor**? Please be specific about the target customer you are recommending, based on your understanding of the producer/customer value this new autonomous tractor 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.*
2. *What should the price of **John Deere's Autonomous 8R Series Tractor** be for the target market customer you have chosen? Note: The John Deere autonomous tractor will only be available to a few customers in 2022 before a larger release in 2023, so the official price set by John Deere will most likely not be available before the Ag Sales CDE on May 2, 2022. Therefore, you should recommend what you think the price should be, without necessarily knowing the actual price.*
3. *What are some ideas you have for selling and marketing the **John Deere Autonomous 8R Series Tractor** 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 to the panel of judges who will be playing the role of top management and marketing team for **John Deere's Autonomous 8R Series Tractor**. Teamwork and participation of all team members is important during the live 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. The buyers/judges may give some feedback and potentially ask clarification questions if needed at the end of your presentation.

Scoring Criteria for Team Sales/Marketing Activity

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

Awards:

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