

Agricultural Sales

Event Rules

All members participating in this Career Development Event must meet the eligibility requirements and adhere to the rules of the Kentucky FFA Association as outlined in the Rules Governing FFA Activities document.

Number of members on a team: Four

Official Dress Appropriate: Yes

Regional Event: Determined by the region

State Event: State FFA Convention

The regional product for Agricultural Sales will be released in August. The regional product will be a general product such as a “two gallon hand sprayer.” A specific product will be released to teachers in the region approximately two weeks before the regional contest.

The state product for Agricultural Sales will be released in March. The state product will be a general product such as a “two gallon hand sprayer.” A specific product will be released to teachers with teams in the state contest on or before May 25.

Participants are NOT permitted to bring the product with them to the regional or state contest.

Each participant is allowed to bring a one-inch binder to the event containing the provided product information and any other information gathered by the participant.

Business cards are prohibited and will not contribute to the individual or team score.

EQUIPMENT

Equipment provided by student:

- #2 Pencil
- One Inch Binder (as described below)



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GENERAL KNOWLEDGE EXAMINATION (100 POINTS EACH/400 POINTS TEAM)

Participants will complete a written examination related to the topics of sales and salesmanship.

The exam will not exceed 30 questions and 45 minutes.

TEAM SALES ACTIVITY (150 POINTS)

Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making, and oral communications.

Teams are allowed to use their 1" binder for the event. No materials may be taken from the binder.

The following information will be provided to the team at the event as if they were a group of salespeople working together to develop the pre-call planning prior to conducting a sales call.

- Product information (before event)
- Profile of one or two customers
- Paper and pencils

No presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.

The team will develop the pre-call plan (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face sales call. This pre-call plan should include:

- Potential questions to build rapport for the scenario
- Common interests that team members have with the customer
- Questions that help determine the wants and needs of the customer
- Active listening skills or techniques for determining needs and wants
- Match potential needs and wants of the customer to the product's features and benefits
- Potential objections of the customer
- Potential concerns of each customer

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

The team will be given 15 minutes to analyze the information and prepare to answer questions about the pre-call plan. .

Teamwork and involvement of team members will be judged during this event using the Team Preparation Rubric.

At the conclusion of the 15 minutes, team members will have an additional 15 minutes to individually answer questions from the judges and they will answer without assistance from their team members. Teams will be scored using the Team Questions Rubric.



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INDIVIDUAL SALES ACTIVITY (150 POINTS EACH/600 POINTS TEAM)

Participants will be given a preliminary customer profile and will have at least five minutes to review the preliminary customer profile prior to meeting with the judge(s).

Participants will directly sell the product(s) to judge(s).

The judge(s) will act as the customer, which may include not buying the product.

Participants will have to establish rapport, ask probing questions to ensure they meet the customer's needs, and clarify customer information as a part of the sales call.

Participants will have 20 minutes to interact with the judge(s). Participants are allowed to use their one-inch product information binder during the individual activity.

Participants will be scored using the Individual Sales Call Rubric.

Scoring

Possible score for each team is 1150 points.

All four team members' scores will count toward the team score.

Teams will be ranked in numerical order on the basis of the final team score.

Individuals will be ranked in numerical order on the basis of the final individual score.

TIEBREAKER

Ties will be broken based on the team with the combined highest individual sales scores.

