

OHIO CAREER DEVELOPMENT EVENT

Effective August 1, 2007

Purpose

The marketing of agricultural products is key to profitability in today's competitive economy, and agricultural sales play a major role in the marketing process. Through this CDE, students will have the opportunity to demonstrate skills in sales by participating in a wide range of activities oriented around the total sales process.

Date

District: Set by the respective district.

State: Set by the Agriculture Education Service

Location

District: Set by the respective district.

State: Listed on current registration sheet.

CDE Rules

1. Each school may enter one-four member team in the district CDE. A team could be four students from one taxonomy or could consist of students from four different taxonomies within the school. **Top three scores count as a team score.**
2. The first and second place team in each district may compete in the state CDE.
3. Team members may use solar or battery operated calculators during the CDE.
4. The first and second place district team must notify the Ohio CDE coordinator At least ten (10) days before the state CDE of their eligibility.

CDE Format

The agricultural sales CDE will consist of three parts: an objective test, oral sales presentation, and a series of practicums. The CDE will be a team event consisting of four students. All team members will participate in the test and sales presentation components of the CDE, each of the members will participate in the same practicum .

The CDE will consist of 660 possible points per team.

member: test, 50 points; sales presentation, 115 points;(presentation score includes 15 points for "12 point check off for summary") practicum, 55 points. Should a tie occur in the individual or team scores, the tie will be broken by the highest sales presentation score. If the tie cannot be broken by the using the sales presentation score, the highest written test score will be used. If a tie still exists, the highest practicum score will be used to break the tie.

Objective Test

The objective test is designed to test the team members' understanding of the basic professional sales process, the role that selling plays in the marketing of agricultural products, and the knowledge possessed by students relative to advertising and promotion, customer relations, product displays, and telephone skills.

1. Team members will work individually.
2. There will be twenty-five (25) multiple choice questions on the written test. Fifteen (15) minutes will be allotted for completion of this section of the CDE.
3. Fifty (50) points will be allotted for this section of the CDE. Two points per question.
4. The test will be based on the attached list of references.

Sales Demonstration

This section assesses the team member's ability to properly sell an agricultural or related product to a customer and properly conclude the sales transaction including a sales invoice and proper change.

1. All participants will conduct a sales presentation individually.
2. Official FFA dress is required.
3. The contestant will select an agricultural product representing one of the seven instructional areas:
 - a. Agricultural mechanics
 - b. Agricultural production
 - c. Agricultural products and processing
 - d. Agricultural supplies and services
 - e. Natural resources
 - f. Animal care and production
 - g. Horticulture

4. Each contestant will provide a copy of all written brochure information used in preparation for the sale.

5. A- 1 copy of the project summary sheet will be emailed or mailed to the contest coordinator 7 days prior to the event.

5-B -Four copies of the contestants project summary sheet will be given to the contest superintendent at the CDE site by the contestant, the day of the state event.

6. Guidelines for the project summary sheet (12 Point check off for summary sheet-This list has a value of 12 points total- being organized and free of grammatical errors is worth 3 points - this sheet will be scored by a separate person)

1. Contestant name

2.. Statement of situation, circumstances, locations, etc.

3. Who contestant is representing (company or chapter)

4. Product to be sold

5. Features of the product

6 Product structure

7. Warranty

8. Service availability

9. Demonstration function

10. Competitors and pertinent information

11. Price

12 Closing statement or method

7. Each contestant will be allowed 12 minutes for their presentation with a verbal time warning at 10 minutes. An additional 3 minutes will be allowed for judges to ask questions to clarify any part of the sales presentation.

8. Evaluation Criteria

APPROACH

a. First Impression

b. Customer attention created

c. Customer wants determined

d. Rapport established

DEMONSTRATION

a. Feature and related customer benefits

b. Allow customer to participate

c. Attempt trial closes

HANDLING CUSTOMER OBJECTIONS

a. Identify customer objections

b. Handle customer objections

CLOSING THE SALE

a. Ask for the order

b. Recognize closing sales opportunities

Sales Situations (Practicums)

Sales Situation Theme Rotational Pattern

2006-07 Crop Industry

2007-08 Natural Resources

2008-09 Agriculture Mechanics

2009-10 Horticulture

All 4 team members will participate in the same sales situation, which will follow the rotation found below:

Sales Situations: (Practicums)

2006-2007 Customer relations

2007-2008 Order taking/Customer Service

2008-2009 Prospecting for new customers

2009-2010 Customer Relations

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1. Customer Relations Practicum

The contest coordinator will select a scenario realistically portraying a customer relations problem which may occur in agricultural sales and involves both technical information and human relation problems. The sales person (contestant) will be provided with the company policy or philosophy concerning merchandise return and refunds prior to performing the practicum. Types of problems which may be used are:

- a. Return of merchandise sold
- b. Defective merchandise
- c. Lack of understanding in use of merchandise

The contestants will perform in a room in which a “customer” will enter and explain a specific complaint. Performing within the guidelines provided to the contestant prior to entry into the contest room, the contestant will attempt to work with the customer to determine the basis for the complaint and determine the proper course of action to resolve the issue. Ten minutes will be allowed for the contestants to demonstrate their customer relations skills. There will be an eight minute warning. Two judges will be used and their scores will be averaged. One judge will serve as the “customer.”

2. Order Taking/Customer Service

The participants will demonstrate the skills used when taking an order and incorporating problem solving and/or suggestive selling of additional product(s).

The event officials will select a scenario typical for an agricultural supply company. The participants will be provided with a promotional flyer, catalog or other promotional material that has been mass mailed to select agricultural prospects and customers. Participants will also be provided with an order form and any updated information since the mailing of the promotional material. This may include such information as out of stock or price updates. Participants will be given the scenario and supportive materials ten (10) minutes before the event and will have twelve (12) minutes to demonstrate the skills interactively with all judges with at ten (10) minute warning.

4.. Prospecting for new customers:

The event officials will select a sales situation. The participant will then approach or place a telephone call to a customer and by interaction with a customer determine if the customer is a prospect. The participant will then attempt to sell that product to the customer, or gain an appointment for a future sales

call, whichever is appropriate for the scenario. The participant will have ten- (10) minutes to read over the product description and the sales situation. Then- (10) minutes will be allowed with a seven (7) minute warning to interact with the judges. Two judges (if possible) will be utilized with one judge playing the role of the customer.

The emphasis of this practicum is on strong opening statements to get the prospect’s attention and asking good questions to evaluate the prospect’s needs.

Total 55 points

Scoring

1. Individual

Written test 50 points

Sales demonstration 115 points

Practicum 55 points

Total possible 220 points

2. Team

220 points x 3 individuals = 660 total possible points

References

This list of references is not intended to be inclusive. Other sources may be utilized and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation:

-- *Agriculture Sales*, By Chris G. Yorke- Acro Publishing Co., Vancouver, WA

CRISP Publications, 1200 Hamilton Court, Menlo Park, CA 94025-1427 (phone-1-800-442-7477 fax- 650-323-5800)

-- *Professional Selling*, Rebecca L. Morgan
ISBN 0- 931961-42-4

-- *Sales Training Basics*, Elwood N. Chapman
ISBN 1-56052-119-8

-- *Closing*, Virden J. Thorton
ISBN 1-56052-318-2

-- *Calming Upset Customers*, Rebecca L. Morgan

ISBN 1-56052-384-0

-- *Telephone Courtesy & Customer Service*, Loyd
Finch

ISBN 1-56052-064-7

Sales and Service, Mike Martin, Ditzenberger and
Kidney.

Selling- Helping Customers Buy. South-Western
Publishing Co. , Cinn., Oh 1992, (1-800-543-7972)

ISBN 0538605316