

Agricultural Sales CDE

Date of event: April 29, 2024

Location: K-State Career Center

Time of check-in: 10-15 minutes before assigned appointment start time

Time of event: 9:00 a.m. to 5:00 p.m. (Two teams compete every 30 minutes, by appointment)

Coordinator: David Lehman (Contact by email: lehman@ksu.edu or mobile:(785) 341-1537)

Date of last update: January 16, 2024

Ag Sales CDE General Information:

- Date of last update: January 16, 2024
- Team information: Each team consists of four individuals and each person's score contributes to the final team score
- Test form used: No test forms will be used for this event (no scantrons or Judging Cards)
- Official dress: Yes, official dress is required for the Ag Sales CDE
- Equipment needed: Each team should bring a laptop computer and usb drive with their PowerPoint presentation for the Team Sales/Marketing Activity. A computer and projector is already in the conference room where teams will present; however you should bring your presentation on a usb drive and also have your own laptop as a backup plan

Sections/points for each section. The Agricultural Sales CDE consists of three parts:

1. **Individual Written Exam** (100 points possible per individual)
2. **Individual Sales Role Play** (150 points possible per individual)
3. **Team Sales/Marketing Activity** (150 points possible per team)

Tiebreakers:

Individual tiebreakers	Team tiebreakers
1. Individual Sales Role Play	1. Team activity
2. Individual Written Exam	2. Individual sales role play totals
3. Team Sales/Marketing Activity	3. Individual written exam totals

A. Individual Activities - 2024

1. Individual Written Exam (100 points)

The exam for the Agricultural Sales CDE is designed to evaluate an individual participant's knowledge of the agricultural sales process, including basic selling skills. Each participant will take a 25-question multiple choice exam, 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. Individual Sales Role Play (150 points)

Individuals will participate in an **interactive** sales role play with a buyer/judge who will be playing the role of a prospective customer. Each participant 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. Participants may sell any agricultural product or service. However, it is usually best to choose something that is not too complicated so that the salesperson doesn't have to spend too much time explaining the product or service to the prospective customer. Participants may use appropriate product samples, props, and visual aids during the sales role play. If you have any questions, please contact David Lehman directly.

Individual Sales Role Play – Score Sheet

Salesperson's Name: _____ Team (Chapter): _____

Scoring/Evaluation Category	Strong (18-25)	Moderate (10-17)	Weak (1-9)	None (0)	Points Possible	Score
Pre-call Preparation <ul style="list-style-type: none"> • Pre-call Planning Worksheet • Anticipate customer needs • Demonstrate product knowledge • Smooth transition/set agenda 					25	
Approaching the customer <ul style="list-style-type: none"> • First impression/introduction • Gain customer's attention • Effectively build rapport 					25	
Determine customer's needs/wants <ul style="list-style-type: none"> • Discover decision criteria and decision making process • Determine needs and wants • Ask good questions (used SPIN questions: Situation, Problem, Implication and Need-payoff) • Demonstrate listening skills 					25	
Presentation/Demonstration <ul style="list-style-type: none"> • Explain features and match benefits relevant to customer's needs and wants • Allow/get customer to participate • Effectively use trial closes 					25	
Overcome customer's objection(s) <ul style="list-style-type: none"> • Clarify customer's objection(s) • Handle customer's objection(s) • Confirm objection(s) is resolved 					25	
Closing and Follow up <ul style="list-style-type: none"> • Confirming customer interest • Recognize closing opportunities • Ask for the order/commitment • Discuss next steps/follow up 					25	
TOTAL POINTS					150	

Judge's Printed Name: _____ Judge's Signature: _____

Pre-Call Planning Worksheet

Please complete the pre-call planning worksheet below for each team member and email it to the Agricultural Sales CDE Coordinator, David Lehman, at lehman@ksu.edu at the time of registration, (**deadline: April 17, 2024**). You are also welcome to submit it before the April 17 deadline. David Lehman will send an email within 24 hours of receiving all team registrations, asking advisors to request their team's top three choices for starting times for the Ag Sales CDE. An email will confirm your appointment time as soon as possible during the week before (April 22-April 26) the Ag Sales CDE on Monday, April 29. You may recreate the Pre-Call Planning Worksheet, but please keep it to a **maximum of one page**.

Content Area	Description
Contestant's name	
Contestant's FFA chapter	
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>Features and benefits:</u> <u>Match benefits to needs (problems):</u>
Trial Closes	<u>Planned trial closes:</u>
Anticipating and Handling Objection(s)	<u>Anticipated objection(s):</u> <u>Answers to objection(s):</u>

B. Team Activity - 2024

B. 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, creativity, problem solving, ability to handle objections, closing, and overall sales, marketing, and presentation skills. Advisors are not allowed to assist participants during the Team Sales Activity, except for set up and technical support as needed. The Team Sales Activity is based on a real-life sales and marketing challenge for **Pulp Chips**, a healthy, upcycled tortilla chip (made from fiber left over from juicing) that appeared on the TV show “Shark Tank” in 2022. For an overview of this product, please check out the company’s (Pulp Pantry) website at pulppantry.com.

Your team will be playing the role of sales and marketing consultants presenting to the top management of Pulp Pantry to address several questions concerning the best way to market **Pulp Chips**. You have been asked by Pulp Pantry management to make your recommendations for the best strategies and tactics to sell and market this product.

In addition to addressing everything else outlined on the judge’s score sheet (opening/introduction, determine needs and wants, overcome objections, answer questions, close, and discuss appropriate next steps/follow up) please address the following four core questions in your recommendations:

1. *What type of customer would be the ideal **Target Market** for Pulp Chips? Please be specific about the target customer you are recommending, based on your understanding of the customer value this new product will create. You should also be sure to include the geographic area where the proposed target market is located, as well as the demographics of customers you are proposing to target.*
2. *What should the **Price** of Pulp Chips be for the target market customer you have chosen? Note: You will be able to find the price of this product online since it is already on the market, but you may also recommend a different price (either higher or lower) than the current actual price.*
3. *What is the **Value Proposition** of Pulp Chips for your target customers? The value proposition is the explanation of the value and benefits the product is expected to provide to target customers.*
4. *What are your recommendations for creative **Strategies for Selling and Marketing Pulp Chips** to the target market customers? These sales and marketing ideas could include advertising, public relations, personal selling, sales promotion, social media, etc. that makes sense based on the customers you are targeting.*

There is not just one right answer to this sales and marketing challenge. Your team 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 **Pulp Pantry**, the company that markets **Pulp Chips**. Teamwork and participation of all team members is important during the live presentation.

Presentation/Questions (10 minutes + up to 5 minutes of questions after the presentation):

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 top management/marketing team for **Pulp Pantry**. This 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 may ask additional questions or clarification questions for up to 5 (five) additional minutes, if needed at the end of your presentation.

Team Sales/Marketing Activity – Score Sheet

Team (Chapter): _____

Scoring/Evaluation Category	Strong (18-25)	Moderate (10-17)	Weak (1-9)	None (0)	Points Possible	Score
Opening/Introduction <ul style="list-style-type: none"> • First impression/introductions • Effectively build rapport • Overview of product/company • Smooth transition/set agenda 					25	
Determine needs/wants <ul style="list-style-type: none"> • Discover decision criteria and decision making process • Determine needs and wants • Ask good questions (SPIN questions: Situation, Problem, Implication and Need-payoff) • Demonstrate listening skills 					25	
Presentation/Recommendations <ul style="list-style-type: none"> • Discuss product features and match benefits relevant to customer's wants/needs • Allow/get judges to participate • Effectively use trial closes • Demonstrate teamwork, creativity, and recommend appropriate sales and marketing strategies re: target market, price, value proposition and sales & marketing strategies 					50	
Overcome customer's objection(s) and answer questions <ul style="list-style-type: none"> • Clarify customer's objection(s) • Handle customer's objection(s) • Confirm objection(s) is resolved • Effectively answer questions 					25	
Closing and Follow up <ul style="list-style-type: none"> • Ask for the appropriate commitment from judges • Discuss next steps/follow up 					25	
TOTAL POINTS					150	

Judge's Printed Name: _____ Judge's Signature: _____