



# Idaho Agricultural Sales Handbook

## Purpose

To provide an individual with basic skills in order to take advantage of the career opportunities offered in the area of agricultural sales.

## Objectives

- Understand and demonstrate the professional sales process in agribusiness from preparing to sell to developing sales skills.
- Develop the ability to build customer confidence in you and your product.
- Learn to handle typical customer problems, return of merchandise, defective merchandise, and lack of understanding in use of merchandise.
- Determine customer complaints and their basis for complaint, and determine the proper course of action to resolve the issue.

## General Rules

1. Each district may enter one team in State Competition. A chapter team will consist of four individuals from the same chapter.
2. Eight individuals from industry will judge the event.
3. No electronic media will be used in the sales presentation, unless it is the product which the participant is selling. If the participant is selling an electronic device, no presentation components (PowerPoint, Charts, Videos, etc.) may be present or shown from the device.
4. Participants in need of special accommodations (disability or other health issues) must submit the Idaho State FFA Career Development Events Request for Special Accommodation Application found at the end of the General Rules and Regulations at least one month prior to the event.

## Event Format

1. Participants and judges should meet 20 minutes before the first presentations are scheduled to begin.
2. The participants will be divided into four groups, as follows:
  - Group A - Sales Presentation
  - Group B - Sales Presentation
  - Group C - Practicum
  - Group D - Practicum
3. After dividing into groups, participants should then draw for order of presentation.
4. CDE Theme Rotation will be as follows:

2023-2024 Horticulture Industry  
 2024-2025 Agricultural Mechanics  
 2025-2026 Animal Industry  
 2026-2027 Crop Industry  
 2027-2028 Natural Resources

5. Groups A and B will be the sales presentations. There will be a 12-minute rotation between participants, with 10 minutes for participant presentations and 2 minutes for the judges to review. Two (2) groups of two judges each will be used for this portion, with one of the two also acting as the customer. Sales practicum judges will be warned at the 7 min mark that their social interaction must stop so kids will have a chance to close.

6. Group C and D will be for the telephone skills, customer prospecting and customer relations practicum. Two of these practicums will be used each year on a rotational basis. Twenty (20) minutes will be given for preparation. There will be a 10-minute rotation during performance of the practicum. Four (4) judges will be used with one acting as the customer. The superintendent will send out the product(s) utilized in the event by Feb 1. Provided product information may include appropriate company information and price list. No outside material will be allowed in the CDE area for the C & D practicums in Agricultural Sales.

## Organization and Content

The event will be a team event consisting of four member teams. Two members will do a sales presentation and two will compete in 2 of the 3 practicum areas. Members will be from the same chapter. Three practicums (Customer Relations, Telephone Skills, and Customer Prospecting) will be rotated each year. Each area of the event will be scored 100 points. Each of the four areas will be ranked. The lowest total of the four-member rankings will be the winners. Points will be used to break ties.

### Part I - Sales Presentation

1. Two participants will conduct a sales presentation.
2. Official FFA dress is required.
3. The participant will select an agricultural product representing one of seven instructional areas:
 

a. Agricultural Mechanics	e. Forestry
b. Agricultural Production	f. Natural Resources and Rural Recreation
c. Agricultural Products and Processing	g. Ornamental Horticulture
d. Agricultural Supplies and Services	
4. Each participant will provide a copy of all written information used in preparation to the individual in charge.
5. Each participant will provide three copies of the sales summary sheet to the individual in charge one week prior to the competition.
6. Guidelines for sales summary sheet (typed double spaced)
 

a. Participant's name	g. Warranty
b. Statement of situations, circumstances, locations, etc.	h. Service availability
c. Representation (company/chapter)	i. Demonstration of function
d. Product to be sold	j. Competitors and pertinent information
e. Features of the product	k. Price
f. Product structure	l. Closing statement or method

7. Each participant will be allowed ten minutes for the sales presentation. The presentation will conclude at ten minutes. Sales practicum judges will be warned at the 7 min mark that their social interaction must stop so kids will have a chance to close.

An additional three minutes will be allowed for judges to ask questions and to clarify any part of the sales presentation.

#### 8. Evaluation Criteria

- a. Pre approach
  1. Sales summary sheet
  2. Preparation for sale
  3. Product knowledge
- b. Approach
  1. First impressions
  2. Create customer attention
  3. Determine customer wants
  4. Establish rapport
- c. Demonstration
  1. Feature and related customer benefits
  2. Allow customer to participate
  3. Attempt trial closes
- d. Handling customer objections
  1. Identify customer objections
  2. Handle customer objections
- e. Closing the sale
  1. Ask for the order
  2. Recognize closing opportunities
- f. Time Penalties

9. Participants are not allowed to use computer-aided demonstrations in their sales presentations.

#### 10. Recommended additional materials

1. Business Card
2. Flyer
3. Order Form/Invoice

### Part II - Practicums

Two participants will compete in two of three designated practicums each year. Each participant will be pre-assigned the practicum they will perform by their chapter advisor. All materials used in the practicum will be furnished at the event site. Each practicum will be worth 100 points. Students will have 20 minutes to prepare for each practicum.

#### Practicum rotation:

- 2024– Telephone Skills and Customer Prospecting
- 2025– Customer Prospecting and Customer Relations
- 2026– Customer Relations and Telephone Skills
- 2027– Telephone Skills and Customer Prospecting
- 2028– Customer Prospecting and Customer Relations
- 2029 – Telephone Skills and Customer Relations

## Customer Relations Practicum

The individual in charge of the event will select a scenario realistically portraying a customer relations problem that may occur in agricultural sales and involves both technical information and human relations problems. The event participant will be provided with the company policy or philosophy concerning merchandise returns and refunds prior to performing the practicum.

The types of problems that will be used are as follows:

1. Defective merchandise
2. Lack of understanding in use of merchandise
3. Return of merchandise sold

Participants will have 20 minutes to prepare for this practicum, being provided with any products or policies needed to complete the practicum. Ten minutes will be allowed for completion of this area. There will be an eight-minute warning. Two judges will be used for this area with one acting as the customer and the other as an observer.

## Telephone Skills Practicum

The individual competing in this area will complete a 3-5-minute telephone call based upon the scenario that will be developed by the event supervisor. Participants will have 20 minutes to prepare for this practicum, being provided with any products or policies needed to complete the practicum.

The telephone skills areas covered will be as follows:

1. Place a call to an existing customer to check on product performance
2. Answer a call from a customer interested in new or additional products
3. Receive a call from a customer inquiring about the company's product

## Prospecting for New Customers

The event officials will select a sales situation. The participants will be given a product description. The participants will then approach a customer and through interaction with that customer determine if they are a prospect. The participants 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 participants will have 20 minutes to read over the product description and the sales situation. Twelve minutes will be allowed with a two-minute warning to interact with the judges. The situation will be interactive with all judges. Participants will have 20 minutes to prepare for this practicum, being provided with any products or policies needed to complete the practicum.

## Awards

Awards will be presented at an awards ceremony. Plaques will be awarded to the top Five (5) teams. FFA Award Pins will be presented to the top three (3) individuals in each of the presentation and practicum areas. During the presentation of awards, the top five (5) teams and the top five (5) individuals in each event area will be announced.





## Team Placing Scorecard

Team	School	Rank on Presentation A	Rank on Presentation B	Rank on Practicum C	Rank on Practicum D	Sum Total Rank	Final Rank
1							
2							
3							
4							
5							
6							
7							
8							
9							



## AGRICULTURAL SALES CAREER DEVELOPMENT EVENT SCORECARDS

### Agricultural Sales

Name: \_\_\_\_\_

Chapter: \_\_\_\_\_

Contestant Number: \_\_\_\_\_

#### Sales Presentation Scorecard

Category	Points Possible	Score
Pre-Approach <ul style="list-style-type: none"> <li>● Project summary Sheet</li> <li>● Preparation for Sale</li> <li>● Product Knowledge</li> </ul>	10 10 10	
Approach <ul style="list-style-type: none"> <li>● First Impression</li> <li>● Create customer attention</li> <li>● Determine customer wants</li> <li>● Establish rapport</li> </ul>	2 3 3 2	
Demonstration <ul style="list-style-type: none"> <li>● Feature and related customer benefits</li> <li>● Allow customer to participate</li> <li>● Attempt trial close</li> </ul>	10 10 10	
Handling Customer Objections <ul style="list-style-type: none"> <li>● Identify customer objections</li> <li>● Handle customer objections</li> </ul>	5 5	
Closing the sale <ul style="list-style-type: none"> <li>● Ask for the order</li> <li>● Recognize closing opportunities</li> </ul>	10 10	
Sub Total	<b>100</b>	
Final Total Score for Sales Presentation	<b>100</b>	

\_\_\_\_\_ RANK

## Agricultural Sales

Name: \_\_\_\_\_

Chapter: \_\_\_\_\_

Contestant Number: \_\_\_\_\_

### Customer Relations Practicum

Category	Points Possible	Score
Introduction <ul style="list-style-type: none"> <li>• Identify yourself</li> <li>• Purpose of call (if appropriate)</li> <li>• Establish rapport</li> </ul>	<b>10</b>	
Attitude <ul style="list-style-type: none"> <li>• Pleasant</li> <li>• Friendly</li> <li>• Professional</li> <li>• Empathetic</li> </ul>	<b>20</b>	
Information via Customer Interaction <ul style="list-style-type: none"> <li>• Probing to determine the problem</li> <li>• Clarify the problem</li> <li>• Information requested from customer</li> <li>• Information provided to the customer</li> </ul>	<b>25</b>	
Develop a Solution <ul style="list-style-type: none"> <li>• Evidence of product knowledge</li> <li>• Correct identification of the problem</li> <li>• Correct solution to the problem</li> <li>• Overcoming customer objections</li> </ul>	<b>30</b>	
Closing <ul style="list-style-type: none"> <li>• Get customer agreement on problem solution</li> <li>• Review and closure</li> </ul>	<b>15</b>	
Sub Total Practicum Score	<b>100</b>	
Final Total Practicum Score	<b>100</b>	

## Agricultural Sales

Name: \_\_\_\_\_

Chapter: \_\_\_\_\_

Contestant Number: \_\_\_\_\_

### Telephone Skills Practicum

Category	Points Possible	Score
Introduction <ul style="list-style-type: none"> <li>• Identify yourself</li> <li>• Establish rapport</li> </ul>	<b>15</b>	
Attitude <ul style="list-style-type: none"> <li>• Pleasant</li> <li>• Friendly</li> <li>• Professional</li> <li>• Empathetic</li> </ul>	<b>20</b>	
Determining Customers Wants and Needs <ul style="list-style-type: none"> <li>• Ask leading questions</li> <li>• Demonstrate good listening skills</li> <li>• Correctly assessing situation (order taking vs. problem solving)</li> </ul>	<b>15</b>	
Taking the Order/Solving the Problem <ul style="list-style-type: none"> <li>• Evidence of product knowledge</li> <li>• Overcoming customer objections</li> <li>• Probing to determine problem OR clarifying order (repeat each item, product information, confirm availability)</li> <li>• Suggest related products, note items on special, or offer substitutions for out of stock items.</li> </ul>	<b>35</b>	
Closing <ul style="list-style-type: none"> <li>• Repeat the order and confirm delivery date for order taking</li> <li>• Ask for other needs</li> <li>• Get customer agreement on problem solution</li> <li>• Review and closure of the call</li> </ul>	<b>15</b>	
<b>Total Practicum Score</b>	<b>100</b>	

## Agricultural Sales

Name: \_\_\_\_\_

Chapter: \_\_\_\_\_

Contestant Number: \_\_\_\_\_

### Customer Prospecting Practicum

Category	Points Possible	Score
Introduction <ul style="list-style-type: none"> <li>• Identify yourself</li> <li>• Establish rapport</li> <li>• Build interest in product/service</li> </ul>	<b>15</b>	
Attitude <ul style="list-style-type: none"> <li>• Pleasant</li> <li>• Friendly</li> <li>• Professional</li> <li>• Empathetic</li> </ul>	<b>15</b>	
Qualifying the Prospect <ul style="list-style-type: none"> <li>• Determining customer needs</li> <li>• Demonstrate good listening skills</li> </ul>	<b>25</b>	
Provide Features and Benefits <ul style="list-style-type: none"> <li>• Describe features and benefits appropriate to the prospect's needs</li> </ul>	<b>25</b>	
Closing <ul style="list-style-type: none"> <li>• Ask for a buying decision, i.e. the order or an appointment</li> <li>• Review order or commitment</li> <li>• Closing statement</li> </ul>	<b>20</b>	
<b>Total Practicum Score</b>	<b>100</b>	

## TEAM PLACING SCORECARD

Team Placing = \_\_\_\_\_ RANK

A - Sale Presentation Ranking \_\_\_\_\_

B - Sales Presentation Ranking \_\_\_\_\_

C - Practicum Ranking \_\_\_\_\_

D - Practicum Ranking \_\_\_\_\_