

Agricultural Sales CDE

May 5, 2025
9:00 a.m. to 5:00 p.m.
K-State Career Center

Check-In: 10-15 minutes before assigned appointment start time
Two teams compete every 30 minutes

Coordinator: Dr. Aaron Johnson (ajjohnson@ksu.edu)

Last Updated: March 6, 2025

AG SALES CDE GENERAL INFORMATION:

- Each team consists of four individuals and each person's score contributes to the final team score
- No test forms will be used for this event (no scantrons or Judging Cards)
- Official dress is required for the Ag Sales CDE
- Each team should bring:
 1. A laptop computer
 2. USB drive with their PowerPoint presentation for the Team Sales/Marketing Activity

A computer and projector are already in the conference room where teams will present; however, you should bring your presentation on a USB drive and have your own laptop as a backup plan

SCORING

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

ACTIVITIES

Individual Activities

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 Chapters 6-10 of *ProSelling: A Professional Approach to Selling in Agriculture and Other Industries*, by W. Scott Downey, et al. (2011).

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 remain. 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 Dr. Johnson directly.

Please complete the **Pre-Call Planning Worksheet** below for each team member and email it to the Agricultural Sales CDE Coordinator, Dr. Aaron Johnson, at ajjohnson@ksu.edu at the time of registration, (**deadline: April 23, 2025**). You are also welcome to submit it before the deadline. Dr. Johnson 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 28 - May 2) the Ag Sales CDE on Monday, May 5. You may recreate the Pre-Call Planning Worksheet, but please keep it to a maximum of one page.

Team Activity

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 sales and marketing challenge for a fictitious company, **Ranch Renew**, a regenerative-minded ranching operation. They currently market their beef by cuts, as well as halves and wholes, directly to consumers. In processing their finished cattle, they have extra beef fat that they would like to turn into a **beef tallow leather cream**. To avoid dealing with food laws, they are focused on marketing their beef tallow cream as a leather conditioner. They are currently thinking of selling it through farm and ranch type retailers.

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

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 the company. Teamwork and participation of all team members is important during the live presentation.

In addition to addressing everything 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**? Please be specific about the target customer you are recommending, based on your understanding of the customer value this 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** 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 this product for your target customers? The value proposition is 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** 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.

Presentation and Questions: 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. This Team 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.

Pre-Call Planning Worksheet

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:	
Plan for rapport building: (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>

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)	Score
Pre-call Preparation (25 points) <ul style="list-style-type: none"> • Pre-call Planning Worksheet • Anticipate customer needs • Demonstrate product knowledge • Smooth transition/set agenda 					
Call Opening (25 points) <ul style="list-style-type: none"> • First impression/introduction • Gain customer's attention • Effectively build rapport 					
Probing (25 points) <ul style="list-style-type: none"> • Determine needs and wants • Discover decision criteria and decision-making process • Ask good questions (e.g. used SPIN questions: Situation, Problem, Implication and Need-payoff) • Demonstrate listening skills 					
Presentation (25 points) <ul style="list-style-type: none"> • Explain features and match benefits relevant to customer's needs and wants • Gain customer participation • Effectively use trial closes 					
Overcome Objection(s) (25 points) <ul style="list-style-type: none"> • Clarify customer's objection(s) • Handle customer's objection(s) • Confirm objection(s) is resolved 					
Closing and Follow-Up (25 points) <ul style="list-style-type: none"> • Confirming customer interest • Recognize closing opportunities • Ask for the order/commitment • Discuss next steps/follow up 					
TOTAL POINTS					

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

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 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: _____