



UTAH
FFA ASSOCIATION

Career Development Events

Agricultural Sales

Contest Date and Time:

Tuesday, April 27th, 2021
10:00 a.m. - 1:00 p.m.

Contest Location:

Stotz Equipment - 1 mile West of Fairgrounds
Nephi, Utah

Host:

Jen Gardner
jen.gardner@nebo.edu

State Provides: Tables, chairs, social distance signs, CDE signs, hand sanitizer, and sanitation wipes/spray.

Team Provides: Product Information Binder, blank paper, and a pencil.

All team members will be required to wear a mask, covering their nose and mouth, during the duration of CDEs.

Participants will be using scantrons for this event. A sample copy of the scantron is available on the Utah FFA website. Please familiarize your competitors with the scantron prior to the event. Errors made by contestants in completing the scantron WILL NOT result in their scores being changed or fixed.

Contest Details**IMPORTANT NOTE**

Agriculture Teachers, please thoroughly read through this document for instructions regarding the 2021 Utah FFA Agriculture Sales Career Development Event. We will be following the rules as outlined in the 2017-2021 Career Development Events Handbook (with some modifications) and select activities. The information on this event can be found at: <https://www.ffa.org/participate/cdes/agricultural-sales>

I. Purpose

The purpose of the Utah FFA Agricultural Sales Career Development Event is to evaluate the skills that are essential for an individual to be successful in the agricultural sales field. The process of selling agricultural products is essential for production and marketing of agricultural products.

II. Objectives

- A. Develop verbal, written and interactive communication skills.
- B. Demonstrate skills to build rapport with customers.
- C. Discuss features and benefits of a product.
- D. Identify potential customer objections.
- E. Introduce the product to prospective customers.
- F. Develop a sales call that determines and addresses customers' needs and objections.
- G. Attempt to close the sale by asking for a customer's buying decision.
- H. Identify and demonstrate the use of questions throughout the sales process.
- I. Develop active listening skills

III. Event Rules

- A. The team will be composed of four students, and all four individual scores will count toward the team total. A team may compete with less than four members, but is only eligible for individual awards.
- B. It is highly recommended that participants wear FFA Official Dress for this event. From the *Utah FFA Chapter Guide to State FFA Activities - Revised: June 2017* – Page 20 Agricultural Sales – “Each competitor not in Official Dress (see Utah FFA Association Code of Ethics for definition) will be docked 25 pts from their total score.”
- C. Any participant in possession of an electronic device in the event area is subject to disqualification.

IV. Scoring

Teams consist of 4 members. All four members' scores will count for overall points.

1. Test scores (4 x 100 each) = 400 points
2. Individual Sales Presentations (4 x 150 each) = 600 points
3. Team Sales Presentation = 150 points

Total Points/team = 1,150

V. Event Format

A. Individual Written Exam – 100 Points (400 points total)

The written exam will consist of 25 multiple choice and/or true/false questions worth 4 points each for a total of 100. Participants will be given 40 minutes to complete the exam. The written exam will be given BEFORE the contest to select the top ten teams who will advance and compete at the 2021 State CDE In-Person Contest.

B. Individual Sales Activity – 150 points (600 points total)

1. **EACH participant** will be required to bring a 1/2” - 1” **product information binder** to the Ag Sales CDE containing a product summary sheet and any product information gathered by the participant(s) as they wish. Binders will be **REQUIRED** for each member at Check-In for participation in the event.
2. Participants will directly sell the product(s) to the judge(s). The judge(s) will act as a real customer that may include not buying the product. Participants must know the features and benefits of their product, establish rapport with the customer, 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 **ten (10) minutes** to interact with the judge(s). Participants are allowed to use their **product information binder** during the individual activity.
3. **NO** presentation equipment such as laptops, flipcharts or dry erase boards will be allowed. Props and resources may only be utilized if they fit within the product information binder. Only items that fit within the binder can be utilized for the individual sales presentation.
4. A Product Summary Sheet (one page, single sided and 12 point font) **MUST** be included in the binder. Each participant should **bring 4 copies of the product summary sheet** so each judge in the room can have access. Each student should create their own Product Summary Sheet and it should clearly state the role of the customer (judge) and include the following:

Product Summary Sheet should include the following:

- Participant Name
- Representation (company/chapter)
- Role customer (judge) is to play
- Product to be sold
- Features of the product
- Method of demonstration
- Sales call objective
- Product or service price
- Examples of two or more competing products and their prices

C. Team Activity –150 points

1. **EACH** participant will be required to bring a 1/2”- 1” binder to the team activity containing the provided product information and any other product information gathered by the participant(s). Binders will be **REQUIRED** for each member at Check-In for participation in the event.
2. Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision-making and oral communications.

3. 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.
 - a. Product Information (before event)
 - b. Profiles of different customers (at event)
4. The team will be provided with paper. NO presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.
5. The team will then develop a 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:
 - a. Potential questions to build rapport for the scenario.
 - b. Common interests that team members have with the customers.
 - c. Identify questions that help determine the wants and needs of the customer.
 - d. Identify active listening skills or techniques for determining needs and wants.
 - e. Identify and match potential needs and wants of the customer to the products' features and benefits.
 - f. Identify potential objections of the customer.
 - g. Identify potential concerns of each customer.
6. Teamwork and involvement of the team members will be judged during this part of the event. Students are expected to explain their decisions for the pre-call plan based on selling principles.
7. Each team will be given fifteen (15) minutes to analyze the information and prepare to present information and prepare to answer questions about the pre-call plan. The team will be judged using the team activity scorecard.
8. At the conclusion of the fifteen minutes, the team will present to the judges/individually answer questions from the judges who are acting as the team's immediate supervisors. The presentation/questions will be no longer than fifteen (15) minutes. Students will be expected to answer individual questions without assistance from their team members.



D. Agricultural Sales Product Information


- The product for the 2021 Utah FFA Agriculture Sales Career Development event will be **John Deere Balers- Models: 560M (Round Baler); L341 (Large Square Baler); and 348 (Small Square Baler)**
- Participants should prepare and research information regarding the John Deere Baler attachments (three options), which can be found online at www.deere.com and include any information in their 1" product information binder that will fit. **Remember to include a Product Summary Sheet for the Individual Sales Practicum.**

PRODUCT INFORMATION:

- The John Deere Balers come in many models. The three models used in this contest are: **560M (Round Baler)**, **L341 (Large Square Baler)**, and **348 (Small Square Baler)** (see pricing table below).
- These John Deere Balers are sold at Stotz Equipment: Nephi, Utah.
- For more information use www.deere.com or www.stotzequipment.com

Prices:

Product	Suggested Retail Price	Product Information
<p>Round Baler (Model 560M)</p>	<p>\$60,000</p>	<div style="text-align: center;">  <p>560M Round Baler</p> </div> <ul style="list-style-type: none"> • Available in the following models: <ul style="list-style-type: none"> ○ Standard (dry hay) ○ Silage • BaleTrak™ Pro-monitor controller • Exclusive DiamondTough™ triple weave belts
<p>Large Square Baler (Model L341)</p>	<p>\$180,000</p>	<div style="text-align: center;">  <p>L341 Large Square Baler</p> </div> <ul style="list-style-type: none"> • 2.2m MegaWide™ pickup for better shaped bales and improved crop pickup in wide, windblown, or scattered windrows. • Optional 2.5m Premium

		<p>MegaWide™ pickup, tooth-to-tooth, is the widest in the industry.</p> <ul style="list-style-type: none"> • Designed by John Deere, the moisture sensor is the industry's most accurate across the full range of moisture levels. • BalerAssist™ drivetrain system option allows you to hydraulically back out plugs with a remote. • With the Bale Mobile App, get real-time yield mapping, bale documentation, geo-tagging for retrieval and bale monitoring.
Small Square Baler (Model 348)	\$30,000	 <p>348 Square Baler</p> <ul style="list-style-type: none"> • Adjustable hay compressor • Hydraulic bale tension available • Large windrow capacity • Automatic lockout

DISCLAIMER: The following information was created for Utah FFA State Agricultural Sales Competition only. While these ballpark prices come directly from Stotz Equipment the prices are subject to change as specs change or as discounts are applied. This document may not reflect true pricing or fully accurate information about the actual product. Its intended use is to capture the spirit of the agricultural sales process, while challenging students' thinking, research, and presentation skills.