

DO NOT REMOVE FROM CONTEST AREA

2018 Individual Event

Student Copy

2018 Individual Event #1

Your customer operates a tour and guide service in south Texas along the Frio River. She or he has approached Carry-On Trailers about replacing their current trailers. You are acquainted and have a relationship started with the customer but have not done any business together before.

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2018 Individual Event

Judges

Information provided to the student:

Your customer operates a tour and guide service in south Texas along the Frio River. She or he has approached Carry-On Trailers about replacing their current trailers. You are acquainted and have a relationship started with the customer but have not done any business together before.

Supplemental Judge Information: STUDENTS MUST ASK QUESTIONS TO FIND OUT. DO NOT DISCLOSE THESE DETAILS TO STUDENTS UNLESS THEY ASK THE RIGHT QUESTIONS.

Judges Role:

Use yourself as the customer ie: use your name, family information etc You operate a business on a ranch in south Texas with two miles of Frio River footage. During the summer months, you offer kayaking and tubing which requires you haul the tubes and kayaks on a trailer back up river for the next group. You also have four wheeler adventure tours throughout the year. In addition you have a small dozer that weighs 8000 lbs to maintain the trails and river access along with other similar sized or smaller equipment. You are wanting to purchase a new equipment trailer for your operation for moving the large equipment. You purchased a small trailer for your kayaks and tubes earlier this year.

You currently own 4 trailers

- One new small trailer for Kayaks and tubes
- One old small trailer for tubes kayaks and ATVs
- One large trailer (Looking to Replace)
- One that is at your discretion

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2018 National FFA Agricultural Sales CDE

Team Activity

Your team works for Carry-on Trailer Company as salespeople. The customer is the Acme Equipment Company which is a chain of equipment dealerships in thirteen states. Your contact with Acme Equipment is Clyde Barrow. Mr. Barrow is a co-owner of Acme. He is an avid hunter and owns several commercial landscape companies in Indianapolis and Chicago also. The Acme customer base includes commercial, landscaping, agricultural, and general public clients. You will develop the pre-call plan using the products you were previously provided for the Acme Equipment Company which should include the following:

You will have fifteen (15) minutes to review and develop a pre-call plan for this customer and the products you were previously given. During that time, you are being judged on your teamwork and the quality of your pre-call plan. The pre-call plan should include:

1. Four potential questions to build rapport
2. Four common interests team members have with the customer
3. Four questions that help identify the wants and needs of the customer
4. Identify four active listening skills used to determine needs and wants
5. Identify and match four potential needs and wants to the product's features and benefits
6. Identify four potential objections
7. Identify four potential concerns of the customer

Your decisions should be explained to demonstrate knowledge of the sales process

At the conclusion of your fifteen minutes, the judges will assess and score the teamwork from the first fifteen minutes. Then the judges, **who are your immediate supervisors for Carry on trailers**, will have fifteen minutes to ask each of you specific questions for each of the components of the pre-call plan. At the conclusion, please return this paper and any notes you made to your judges.

**2018 National FFA Agricultural Sales
Team Event
Judges Preparation Sheet**

Welcome to the 2017 Agricultural Sales Team Event. The Team Event is in two (2) fifteen minute sections.

Section I:

- The team will have fifteen minutes to review the customer information and develop a pre-call plan for the customer.
- You will observe the team member's teamwork which would include each team member utilizing:
 - effective listening skills
 - oral communication
 - cooperation
 - respect for each member's input
 - all members participating
 - knowledge of the products
- During this time frame the team must clearly identify the following:
 - - Four potential rapport building questions
 - - Four common interests they have with the customer
 - - Four questions to identify the wants and needs of the customer
 - - Four active listening skills/techniques
 - - Four potential needs and wants of the customer and how the products meet those needs
 - - Two potential objections of the customer
 - - Two potential concerns of the customer

At the conclusion of the fifteen minutes you will score the first score sheet before starting Section II.

Section II:

- During this fifteen-minute section, you will ask the following questions to each student. As a judge you will evaluate that they were able to provide an answer and the answer was appropriate:
 - What question would you ask to build rapport with the customer?
 - Name one common interest you have with the customer?
 - What question would you ask the customer to find needs and wants and what active listening technique would you use when you phrase that question?
 - What potential need or want did you identify for the customer?
 - What potential objections (for two students) or potential concerns (for two students) do you think the customer could have?
- You will score each set of questions as you go through the five sets of questions on the second scorecards.

After you have concluded scoring the team, you will collect all the notes and customer information they were given. Once everything is completed and collected you can release the team. A committee member will shortly be collecting the scorecards and answering any questions you may have.