

DO NOT REMOVE FROM CONTEST AREA

2019 National FFA Agricultural Sales CDE

Team Activity

Your team works for Bayer. The customer is the manager of a 36-hole golf course. The individual is looking for an herbicide and fungicide they can use on their course. The manager is an avid golfer and is very particular about his course being beautiful and clean. The manager was a past FFA member and involved in the Sports Turf Grass Managers Organization.

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 Bayer,** 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.