

**2019 National FFA Agricultural Sales
Team Event
Judges Preparation Sheet**

Welcome to the 2019 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 if 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 set of 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.