

2022 National FFA Agricultural Sales - Team Event

- You will be given 15 minutes to analyze this information and prepare to answer questions about the pre-call plan. During this 15 minutes, you will be judged using the team activity scorecard.
- After the conclusion of the 15 minutes, you will have an additional 15 minutes to individually answer questions from the judges, and you will answer without assistance from your team members.

Scenario: Morning Farms is located in eastern New Mexico and is an integrated operation incorporating:

- 250 Head Beef Cattle Cow/Calf Operation
- 100 head Beef Stocker cattle operation
- 100 head beef replacement heifer operation
- 400 acres of irrigated cropland which is currently utilized as 200 acres in alfalfa production and 200 acres in corn production
- 100 head feedlot capacity
- grain storage capacity of 8000 bushels currently in corn

Morning Farms currently has an option to sell 5000 bushels of corn for \$7.50 per bushel.

The Morning family is a fourth generation operation with two generations actively involved. They are extremely involved in the small local community.

The operation is very flexible based on weather conditions and the market environment. They have been experiencing some coccidiosis. They are currently making an agreement with a local processing plant to facilitate the direct sale of beef to consumers.

You will develop a pre-call plan (for the product(s) provided prior to the event) necessary to sell these product(s) in a face-to-face sales call. This pre-call plan should identify:

- Potential questions to build rapport for the scenario.
- Common interests that team members have with the customers.
- Questions that help determine the wants and needs of the customer.
- Active listening skills or techniques for determining needs and wants.
- Potential needs and wants of the customer and match them to the products' features and benefits.
- Potential objections of the customer.
- Potential concerns of each customer.

As part of this activity:

- Teamwork and involvement of team members will be judged.
- Students are expected to explain their decisions for the pre-call plan based on selling principles.