

DO NOT REMOVE FROM CONTEST AREA

2023 National FFA Agricultural Sales CDE

Team Activity

Your team will be considered as salespeople for the Pioneer Seed Company. The judges will play the role of your supervisors who are meeting with you today to review your pre-call plan for your customers, Dorothy and Bill Johnson.

The Johnson's live in the small community of Fontaine, Arkansas which is outside of Jonesboro. The Johnson's are a third-generation family operation utilizing 1230 acres of owned land and 3,000 acres of leased land. Dorothy is a member of the local school board and Bill is a board member of the local cooperative. They are the parents of two sons which are proud graduates of the University of Arkansas and have five grandchildren. Last year they purchased 75% of their seed from Pioneer. They historically plant more corn acreage versus other crops and have also planted soybeans, grain sorghum and sunflowers.

You will have fifteen (15) minutes to review and develop a pre-call plan for this customer and the products you were previously given. You may utilize your one-inch binder as needed. 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 first set judges will assess and score the teamwork from the first fifteen minutes. You will be transferred to a different set of judges who will have fifteen minutes to ask each of you specific questions to evaluate, understand and clarify your pre-call plan. At the conclusion, please return this paper and any notes you made to your proctor.