

DO NOT LEAVE CONTEST AREA

Ag Sales CDE

Individual Sales Situation

You are about to see the following customer. Realize the information you have could be differ since you last got information.

The customer owns a 3000 acre operation that grows commercial corn and soybeans.

The producer plants a few acres of sweet corn at the edge of one of his/her fields.

Producer's family cans the corn and daughter sells corn to help pay for college. There is a recent picture of the family with Mickey Mouse on the wall.

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Judges Copy

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The producer plants a few acres of sweet corn at the edge of one of his/her fields.
Producer's family cans the corn and daughter sells corn to help pay for college. There is a recent picture of the family with Mickey Mouse on the wall.

Supplemental information: STUDENTS MUST ASK QUESTIONS TO FIND OUT

DO NOT REMOVE FROM CONTEST AREA

Agricultural Sales CDE

Team Event

You and your teammates are salespeople for George Phillip's Seed and Chemical Supply. Your company sells a line of Sweet Corn and Round Up Products that were given to your chapter prior to arriving at convention. Your team is to develop a sales strategy for the following customers. You will need to decide which product or products that best fit each customer and answer the questions concerning each of the following customers. The judges will observe you as you work on your solution for fifteen (15) minutes. The judges will then act as your supervisors and ask team members to answer individually without help to answer the questions about the customer pre call plan.

Customers:

#1. Mr. Noll owns a 1000 acre Sweet Corn operation, He is having weed issues in some fields but not all. He sells to a variety of markets but prefers larger eared corn. He is married with 3 children and loves the Miami Dolphins.

#2. 50 acre Truck Farm, a farm that sells their crop directly to the consumer, is having a labor shortage problem. Customers want to plant different maturity hybrids so they can harvest at different times and spread out their harvest. The decision maker is Theresa Smith who is 28 years old and single.

Your job is to answer these questions for each customer.

1. Potential questions to build rapport for the scenario.
2. Common interests that team members have with the customers.
3. Identify questions that help determine the wants and needs of the customer.
4. Identify active listening skills or techniques for determining needs and wants.
5. Identify and match potential needs and wants of the customer to the products' features and benefits.
6. Identify potential objections of the customer.
7. Identify potential concerns of each customer.

Agriculture Sales Career Development Event Product Information

Product #1: Performance Series™ Sweet Corn: Obsession II

Obsession II maintains the same, great taste and eating quality of conventional Obsession, with the best insect control traits available. Obsession II is one of four fresh market sweet corn hybrids with dual modes of action for management of above-ground insect pests, control of below-ground insect pests and tolerance to Roundup WeatherMAX® and Roundup PowerMAX® herbicides.

Product #2: Performance Series™ Sweet Corn: Passion II

Passion II maintains the same, great taste and eating quality of conventional Passion, with the best insect control traits available. Passion II is one of four fresh market sweet corn hybrids with dual modes of action for management of above-ground insect pests, control of below-ground insect pests and tolerance to Roundup WeatherMAX® and Roundup PowerMAX® herbicides.

Product #3: Performance Series™ Sweet Corn: Temptation II

Temptation II maintains the same, great taste and eating quality of conventional Temptation, with the best insect control traits available. Temptation II is one of four fresh market sweet corn hybrids with dual modes of action for management of above-ground insect pests, control of below-ground insect pests and tolerance to Roundup WeatherMAX® and Roundup PowerMAX® herbicides.

Product #4: Obsession

Obsession is a bicolor, high quality shrunken with an 8-inch ear, an attractive husk and flag package and good tip cover. Obsession has excellent eating quality because it has the sh2 holding quality with kernels that have sugar-enhanced characteristics. Obsession is a main season variety with 79-day maturity.

Product #5: Passion

Passion is a high quality yellow sh2 with excellent shipping ability. It has an attractive husk package and 8-inch ears with a 1.7-inch diameter and 18 to 20 rows. Passion has 81-day maturity.

Product #6: Temptation

Temptation is an early, 72-day bicolor. This SE hybrid has tender, very sweet kernels and a row count of 16 to 18 on 7.5 to 8-inch ears. Temptation had good tip fill, husk cover, excellent cold-soil seedling vigor and has demonstrated high yield potential.

Product #7: Roundup WeatherMAX

Patented Roundup WeatherMAX® herbicide with TranSorb® II Technology begins to speed a lethal dose of weed-killing power directly into the weed in minutes. Roundup WeatherMAX gets the job done – in tough conditions, on tough weeds, over and over again. Its performance is backed by the risk-sharing benefits of Roundup Rewards® as well as unmatched field and technical support.

Product #8: Roundup PowerMax

Roundup PowerMAX is a Roundup agricultural herbicide formulation that offers powerful, consistent weed control. Its enhanced consistency of control has been proven on hard-to-control weeds such as velvetleaf, lambsquarters, purslane, kochia and morningglory.

2013 Agriculture Sales Career Development Event Judge's Product Information

Product #1: Performance Series™ Sweet Corn: Obsession II

Obsession II maintains the same, great taste and eating quality of conventional Obsession, with the best insect control traits available. Obsession II is one of four fresh market sweet corn hybrids with dual modes of action for management of above-ground insect pests, control of below-ground insect pests and tolerance to Roundup WeatherMAX® and Roundup PowerMAX® herbicides.

<i>Product Details</i>
Disease Resistance HR: Rp1D; IR: Et, Pst
Ear Size 8.0-8.5 x 1.8
Kernel Color Bi-Color
Relative maturity 79
Row Count 16-20

Product #2: Performance Series™ Sweet Corn: Passion II

Passion II maintains the same, great taste and eating quality of conventional Passion, with the best insect control traits available. Passion II is one of four fresh market sweet corn hybrids with dual modes of action for management of above-ground insect pests, control of below-ground insect pests and tolerance to Roundup WeatherMAX® and Roundup PowerMAX® herbicides.

<i>Product Details</i>
Disease Resistance HR: Rp1D; IR: Et, Pst
Ear Size 8.0 x 1.7
Kernel Color Yellow
Relative maturity 81
Row Count 18-20

Product #3: Performance Series™ Sweet Corn: Temptation II

Temptation II maintains the same, great taste and eating quality of conventional Temptation, with the best insect control traits available. Temptation II is one of four fresh market sweet corn hybrids with dual modes of action for management of above-ground insect pests, control of below-ground insect pests and tolerance to Roundup WeatherMAX® and Roundup PowerMAX® herbicides.

<i>Product Details</i>
Disease Resistance n/a
Ear Size 7.5-8.0 x 1.9
Kernel Color Bi-Color
Relative maturity 72
Row Count 16-18

Product #4: Obsession

Obsession is a bicolor, high quality shrunken with an 8-inch ear, an attractive husk and flag package and good tip cover. Obsession has excellent eating quality because it has the sh2 holding quality with kernels that have sugar-enhanced characteristics. Obsession is a main season variety with 79-day maturity.

<i>Product Details</i>
Disease Resistance PsRp1D (HR); Et, Pst (IR)
Ear Size 8-8.5 x 1.8 in.
Kernel Color Bicolor
Relative maturity 79
Row Count 16-20

Product #5: Passion

Passion is a high quality yellow sh2 with excellent shipping ability. It has an attractive husk package and 8-inch ears with a 1.7-inch diameter and 18 to 20 rows. Passion has 81-day maturity.

<i>Product Details</i>
Disease Resistance PsRp1D (HR); Et, Pst (IR)
Ear Size 8 x 1.7 in.
Kernel Color Yellow
Relative maturity 81
Row Count 18-20

Product #6: Temptation

Temptation is an early, 72-day bicolor. This SE hybrid has tender, very sweet kernels and a row count of 16 to 18 on 7.5 to 8-inch ears. Temptation had good tip fill, husk cover, excellent cold-soil seedling vigor and has demonstrated high yield potential.

<i>Product Details</i>
Disease Resistance
Ear Size 7.5-8 x 1.9 in.
Kernel Color Bicolor
Relative maturity 72
Row Count 16-18

Related Product #1: Roundup WeatherMAX

Patented Roundup WeatherMAX® herbicide with TranSorb® II Technology begins to speed a lethal dose of weed-killing power directly into the weed in minutes. Roundup WeatherMAX gets the job done – in tough conditions, on tough weeds, over and over again. Its performance is backed by the risk-sharing benefits of Roundup Rewards® as well as unmatched field and technical support.

-) A key component of Roundup Ready PLUS Weed Management Solutions
-) Transorb® II technology delivers a lethal dose of weed-killing power within minutes for unsurpassed weed control in tough conditions, on tough weeds
-) 22% higher surfactant loading than the competition
-) Proven crop safety in more than 3,000 side-by-side field research plots over a two-year period, to help maximize yield potential
-) Maximum Support:
 - o 30-Minute Rainfast Warranty
 - o Tough Weeds, Tough Conditions Warranty
 - o Enhanced Volunteer Corn Cost Share Incentive
 - o Professional, local service support

Related Product #2: Roundup PowerMax

Roundup PowerMAX is a Roundup agricultural herbicide formulation that offers powerful, consistent weed control. Its enhanced consistency of control has been proven on hard-to-control weeds such as velvetleaf, lambsquarters, purslane, kochia and morningglory.

-) A key component of Roundup Ready PLUS Weed Management Solutions
-) The latest formulation offers the powerful weed control you would expect from the Roundup Agricultural Herbicide brand family.
-) Offers enhanced, consistent weed control, weed to weed and field to field, even hard-to-control weeds such as:
 - o Velvetleaf
 - o Purslan
 - o Morningglor
 - o Lambsquarter
 - o Canada Thistle
-) Has consistently outperformed imitator herbicide products in greenhouse and field trials.