

DO NOT REMOVE FROM EVENT AREA

Agricultural Sales CDE 2013 Team Activity

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 twenty (20) minutes. You will then have ten (10) minutes to present your solution for all customers to the judges as if they are your supervisors at the company. After your presentation the judges will have ten (10) minutes to ask questions about the products, the customers, and the information you presented.

Customers:

#1. 1000 acre Sweet Corn, Historically planted 500 acres of Attribute Technology Sweet Corn and the customer prefers larger eared corn.

#2. 50 acre Truck Farm, a farm that sells their crop directly to the consumer that is having a labor problem. Customer wants to plant different maturity hybrids so they can harvest at different times and spread out their harvest.

#3. Customer is a cooperative. They will sell the seeds and chemicals to retail accounts such as home gardeners, and all sizes of sweet corn growers.

#4. 3000 acre operation that grows commercial corn and soybeans. Producer grows about 1 acre of sweet corn that is planted at the edge of one of his/her fields. Producer's family cans the corn and daughter sells corn to help pay for college.

Your job is to answer these questions for each customer.

1. Determining potential customer needs and wants.
2. Identify features and benefits of the product(s) that address the customer's needs and wants.
3. Identify potential customer objections and prepare to address them.
4. Identify possible related/complimentary products and their suggestive selling strategies.
5. Develop information gathering questions to be utilized in clarifying the customer's needs and wants.

After the judges are finished with their questions, you will go to a waiting area and then individually go to a pair of judges that will represent one of the customer types listed above. You will then interact with the judge to discover which customer they are, establish rapport, and discover their needs and wants. Once you have accomplished these steps you will then attempt to sell the appropriate product or products to the customer. You will have twenty minutes to accomplish all of these steps.