

# **DO NOT REMOVE FROM EVENT AREA**

## **Agricultural Sales CDE**

### **2014 Team Event**

You and your teammates are salespeople for Jenna's Nursery and Trees based in Missouri. Your company sells a variety of fruit and nut trees 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:**

Customer 1: Larry Johnson's grandfather has passed away and left his only grandson 100 acres and some inheritance money. In honor of his grandfather, Larry wishes to start an orchard with the money he was left since his grandfather loved fruit and nut trees and had always dreamed of owning his own business. Larry is located near Albany, New York. He wants to sell his product in farmer's markets throughout the New England area to capture the locally grown and organic market. Larry has also talked to a processing facility and they are interested in using the family applesauce recipe to distribute to the market as well.

Customer 2: Lee Rust has a commercial fruit and nut operation near Rome, Georgia. His great grandfather started the business and has been growing pecans for Nabisco on their 200 acres for many years. They have recently acquired a large contract to grow figs for Nabisco and have 50 acres to start growing trees this year.

Customer #3: Annie's Fruit and Nuts is located in San Joaquin Valley of California. This year they are replanting 60 acres of apple, 60 acres of cherries, and 20 acres of pecans. They sell mostly fresh eating apples, fresh eating cherries, and oil producing pecans.

Customer #4: Great Nana's Nursery is located in Northeastern Arkansas. They currently sell plants and shrubs to individual customers in the area. They have just developed a business goal to expand their sales to individual customers by 25 % in the next 5 years. They are looking for a supplier to obtain fruit trees in order to achieve their goal. They are looking for a supplier who can deliver a large selection of trees, in small quantities, quickly in order to keep inventory low.

#### **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.

(OVER)

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.