

DO NOT REMOVE FROM CONTEST AREA

Agricultural Sales CDE

2015 Team Event

You and your teammates are salespeople for Zoetis. Your company sells animal pharmaceuticals. You were given the products you would be able to sell 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.

Customer #1

Mr. Greg Johanson is married with two teenage children which are home schooled. He is a third generation producer with a 20,000 sow breed to wean production system in a pig dense area and sells weaned pigs that go into wean to finish barns with mixed sow sources. The pigs are weaned at 17-21 days of age.

Customer #2

Robert Vanh is a senior in high school. He is currently showing three market barrows, four breeding gilts, and four beef heifers. His terminal show for his barrows is next week.

Customer #3

Mr. Merle Bobbitt is a beef cow/calf producer with a 250 head operation. If rainfall permits he retains some calves over for replacement heifers or as stocker/feeders.

Customer #4

Mr. Mike Rowe owns a 600 head dairy operation. He just remarried within the last two months and has two children from a previous marriage. Mike owns 300 head of replacement heifers 0 to 12 months of age and 300 head 13 to 22 months of age.

Your team will have twenty (20) minutes to analyze the above information, develop the strategies necessary to sell your products, and prepare a presentation to the judges of your findings. This strategy should include:

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

You will then have ten (10) minutes to present the information to your judges followed by ten (10) minutes of questions from the judges.