

DO NOT REMOVE FROM CONTEST AREA

Agricultural Sales CDE

2016 Team Event

You and your teammates are salespeople for a John Deere. Dealership. The products you are able to sell were given to you 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

1. Mr. and Mrs. Selman farm approximately 2500 acres of which 500 acres is dryland acreage and 2000 acres are irrigated acreage. They rotate their crops which include corn, cotton, canola, winter and spring wheat, soybeans, and sudan hybrids. They will also contract stocker cattle to graze on their acreage. Their local area has numerous dairy and beef cattle operations that are their customers. They have no children.

Customer #2

2. Mr. and Mrs. Noll are dairy farmers that milk 900 cows. They raise corn, soybeans, wheat, and alfalfa to be used on the dairy. They have five children aged two through six. They have historically used New Holland products.

Customer #3

3. Mr. and Mrs. Seperich operate a custom baling operation. They have multiple customers that produce corn, alfalfa, wheat, soybeans, oats, etc. Some customers are a combination of crop, livestock producers, and dairy operations. They have one adult child.

Customer #4

4. Mr. and Mrs. Biesecker operate a cow/calf operation. They have a three hundred head cow/calf operation on a combination of fifteen hundred acres of leased/owned land. They utilize winter cover crops and raise Coastal Bermuda grass for hay. They are looking at establishing a custom baling business. They have two children.

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