

Return to your judges upon completion of your questions!

**2017 National FFA Agricultural Sales CDE
Team Event**

Your team is employed by the GLT Kubota Dealership in Anywhere, USA. Today you are meeting with your team to do the pre-call planning to sell your products to a customer in a face to face situation.

Your customer is Ms. Alicia Adams. She is a mother and a local farmer/rancher who has a farming operation that consists of 500 acres which historically raised corn, winter wheat, and or grain sorghum depending on rainfall combined with a 250 head beef cattle operation on leased and owned land.

You will have fifteen (15) minutes to review and develop a pre-call plan for this customer and the UTV products you were previously given. During that time you are being judged on your teamwork and the quality of your pre-call plan. The pre-call plan should include:

1. Four potential questions to build rapport
2. Four common interests team members have with the customer
3. Four questions that help identify the wants and needs of the customer
4. Identify four active listening skills used to determine needs and wants
5. Identify and match four potential needs and wants to the product's features and benefits
6. Identify four potential objections
7. Identify four potential concerns of the customer
8. Decisions should be explained in order to demonstrate knowledge of the sales process

At the conclusion of your fifteen minutes the judges will assess and score the teamwork from the first fifteen minutes. They will then have fifteen minutes to ask each of you specific questions for each of the components of the pre-call plan. At the conclusion, please return this paper and any notes you made to your judges.