

Name: _____

Entering the Sales World

Guided Notes

Directions:

Complete these guided notes throughout the lesson at the direction of your teacher.

What is a “sale”?

The exchange of a _____ for _____; the action of selling something

Two Areas of Sales in Agriculture

- ❖ Selling to farmers and ranchers: Companies sell products _____ the farmer or rancher that they need for _____.
 - Animal Feed
 - _____
 - Equipment
- ❖ Selling for farmers and ranchers: Companies sell products that the farmer or rancher _____.
 - Produce in a market
 - Products in a _____
 - Products for further processing

Two Types of Products in Agriculture

- ❖ _____
 - Animals
 - Fiber
 - _____
 - Machinery
 - _____
 - Plants
 - Tools
 - _____
- ❖ _____
 - Insurance
 - _____
 - Educational _____
 - Training
 - Weather services

Sales Representatives in Agriculture

- ❖ Sell agricultural products and _____ to a farm or ranch.
- ❖ _____ to locations within their assigned _____ or regions.

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- ❖ Serve as the _____ between the farm or ranch and the company when _____ are placed.
- ❖ Educate customers about the products/services and how to _____ them.

Elevator Pitches

An elevator pitch is a _____ way of introducing yourself, getting across a _____ point or two and making a _____ with someone.

Six Steps of the Sales Process

1. Prospecting
 - a. _____ and connecting with promising leads for _____ clients to see if they might need your _____ or service
2. _____ Prospects
 - a. Determine whether your _____ client is customer material and whether they're likely to show _____ in what you are offering based on BANT.
 - i. _____: Do they have the ability to spend?
 - ii. _____: Do we know who the decision maker is?
 - iii. _____: Does the prospect have an urgent business problem to address?
 - iv. _____: Do we know a time frame in which they will need a solution?
3. _____ Prospects
 - a. Conduct more research to arm yourself with all the necessary _____ to be an effective sales representative.
 - i. You need to _____ your prospective client's _____, values _____ and needs.
4. Product _____
 - a. Build a presentation to make a lasting _____ on your prospective client by _____ your presentation to the client specifically, highlighting all the ways in which your _____ or service will serve their needs.
5. Handling _____
 - a. Be prepared to resolve the objections from your prospective client by practicing active _____ and understanding what the _____ are based on.
6. The _____
 - a. Close the deal and make the _____ to your prospective client, turning them, hopefully, into a _____ for life.