

Name: _____

Inside the Sales Representative

Directions:

Using [AgExplorer](#), explore three sales representative careers within the agriculture industry. Complete the prompts below as you learn about each career.

Sales Representative: Food, Seed, Feed, Fuel

[AgExplorer.FFA.org/career/sales-representative-food-seed-feed-fuel/](#)

Fill in the missing responsibilities for this career:

- Maintain and grow _____ with regional clients.
- Outline and achieve distribution and growth objectives.
- Reach out to customer _____ through cold calling, email and visits.
- Introduce new _____ to new and potential customers.
- Promote improved distribution of products.
- Develop sales _____, objectives and sales targets.
- Conduct cost-benefit and needs analysis of existing and potential customers to meet their _____.
- Recommend programs for brand building and line expansion of existing brands.
- Stay aware of industry trends and changes.
- Analyze sales, _____ and status reports.
- Develop key _____ with clients.
- Recognize new opportunities within each account.
- Keep a record of distribution products and points of _____ with potential and current clients.
- Provide educational _____ to accounts through seminars and trade events.
- Build and develop the _____ and confidence of the retailers and clients.
- Conduct sales meetings for area distributors.

Sales Representative: Feed and Animal Health

[AgExplorer.FFA.org/career/sales-representative-feed-and-animal-health/](#)

Fill in the missing responsibilities for this career:

- Share technical information with veterinarians or related animal health personnel.
- Execute _____ plans to achieve goals and increase profitability.
- Implement sales, marketing and consulting processes for products and _____.
- Maintain and grow the market share within a specific sales _____.
- Execute marketing meetings with sales, marketing and consulting teams.
- Participate in _____ forecasting.
- Attend regional, annual and vendor meetings.
- Work with supplier representatives to install _____ or products.
- Attend training programs and education workshops to ensure customer _____.
- Remain educated on ongoing developments within the animal _____ industry.
- Build and maintain positive working _____ with customers and potential customers.

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Sales Representative: Equipment and Agricultural Systems

AgExplorer.FFA.org/career/sales-representative-equipment-and-agricultural-systems/

Fill in the missing responsibilities for this career:

- Oversee retail sales and promotion of _____.
- Develop and maintain _____ relationships with customers.
- _____ customers on company products and services.
- Recommend equipment and other products at competitive prices based on customer _____.
- Conduct sales calls and _____.
- Monitor competitive activities and be alert to industry _____.
- Implement marketing tools and maintain public relations through customer _____ and promotion of new products and services.
- Identify areas of improvement and develop strategies with the intention of expanding business options.
- Manage _____ of new and used equipment and parts.
- Maintain relationships within dealer guidelines and provide after-sale product _____ as well as equipment operations support as needed.
- Attend industry trade shows and events to represent products and _____ with customers in person.
- Coordinate with billing or accounting staff to ensure accurate invoicing.
- Monitor _____ conditions and changes.
- Develop and implement a _____ process.

Now, go back through the responsibilities lists for all three sales representative careers. Circle or highlight all the responsibilities that are similar between ALL THREE CAREERS. Combine those into a master sales representative list of responsibilities below, and then answer the discussion questions on the next page.

Sales Representative Master List of Responsibilities

Name: _____

Reflection

1. Explain the importance of each of the three common themes of responsibilities from the three sales representative careers.
 - a. Research and knowledge of the product being sold:
 - b. Understanding who the customer is and their needs:
 - c. Closing the deal through a sales presentation or pitch:
2. How do you think a sales representative can help farmers, ranchers and agricultural businesses?
3. Identify three non-agricultural industries that also need sales representatives.
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4. Name three responsibilities that all sales representatives share, regardless of the industry they work in.
 - ❖
 - ❖
 - ❖
5. Do sales representatives need to have in-depth knowledge of their specific industry to be successful or are general sales skills more important? Why?