

Name: _____

Appendix 3: 4 Strategies to Succeed in Sales

Part 1

Directions:

Read the article “4 Strategies to Succeed in Sales” in the fall/winter issue of *FFA New Horizons* and answer the questions below.

1. What university does Aliyah Scarlato attend, and what is her academic track?

2. What chapter is Scarlato an alumna of?
- Liberty Ranch FFA
 - Galt Ranch FFA
 - Galt-Liberty Ranch FFA
 - Liberty-Galt Ranch FFA

3. What is one way that FFA has helped Scarlato in her personal and professional development?

4. What is one way that FFA has helped you in your personal and professional development?

5. What interactive lesson plan did Bayer and the National FFA create to support sales education?

6. How is Scarlato still involved with FFA after high school?

7. List the top four tips to apply when participating in sales competitions.

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8. What products did Scarlato sell in the state and national FFA sales competitions?

9. According to Jami Limestall, what should students do after learning basic product information?

10. Why does Scarlato emphasize building rapport in a sales pitch?

11. What mistake does Scarlato warn against in sales conversations?

12. According to Scarlato, what qualities make a sales presentation stand out to judges?

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Part 2

Directions:

Your team will invent a new agriculture-related product or tool and pitch it in a “Shark Tank”-style sales presentation to the class. Develop a plan, create an outline of your pitch and then use your knowledge of sales strategies to persuade a panel of “sharks” to invest in your idea!

Sales Team Showdown – Ag Shark Tank

Team Name: _____

Team Members: _____

Product Name: _____

- 1. What is your product? Briefly describe what it is and what it does.
- 2. What agricultural problem does your product solve?
How does it help farmers, ranchers, agribusinesses or consumers?
- 3. Who would use or buy your product? Be specific.
- 4. List the top three features of your product and explain how they benefit the customer. Example: Feature: all-natural soap. Benefit: gentle on skin
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- 5. How much would your product cost? Why is it worth that price?
- 6. What materials or tools are involved in creating or using this product?

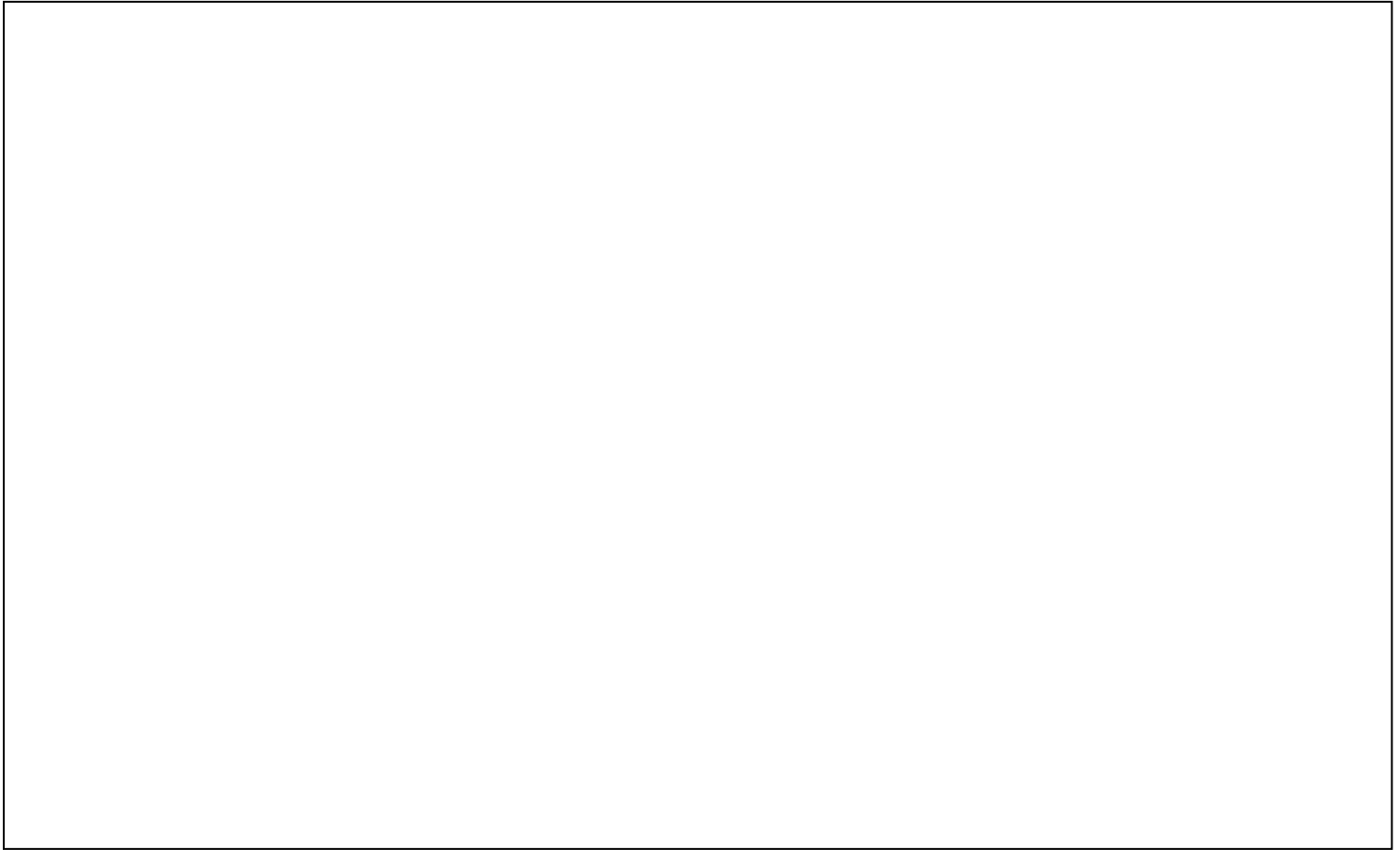
Sketch your idea!

- 7. Explain how your team will use each strategy in your three- to five-minute sales pitch:

Introduction that builds rapport	Customer-focused benefits	Demonstration or visual of the product	A confident, engaging delivery

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8. Use the space below to create a visual aid for your pitch. If you use external resources (PowerPoint, Canva, posters, handouts, etc.) please include a final image below.



Your team will pitch your product to a panel of sharks (teachers, peers or guest judges). Each team gets **three to five minutes** to present, followed by Q&A from the sharks. **Sharks will be listening for the following:**

- a. How well you understand your product.
 - b. How clearly you address customer needs.
 - c. Creativity and professionalism.
 - d. Use of all four sales strategies (research, rapport, confidence and standout factor).
9. After the pitches, the sharks will provide feedback on strengths of your team's pitch, how you applied each strategy and suggestions for improvement. Use that feedback to answer the reflection questions below.
- a. What part of the pitch went well?
 - b. How did you use the four strategies?
 - c. What will you improve next time?
 - d. How do these skills apply to real careers in agriculture?

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Judges Score Sheet

Directions:

Sharks, thank you for serving as a judge for the Ag Salesperson Showdown. Your role is to evaluate each team's sales pitch based on their creativity, preparation, communication and application of professional sales strategies. Use the rubric below and circle the score (5, 3 or 1) that best reflects how well each team met each category. Provide any specific feedback that would help teams improve or celebrate their success.

Salesperson Showdown – Ag Shark Tank

Team Name: _____

Team Members: _____

Product Name: _____

Criteria	5 points Excellent	3 points Developing	1 point Needs Improvement	Score
Product Idea	Product is innovative, ag-related and clearly addresses a real-world problem.	Product is somewhat creative and relevant but lacks clarity or strong purpose.	Product is unclear, off-topic or lacks an agricultural connection.	
Sales Strategy Execution	Effectively applies all four strategies: research, rapport, confidence and standout factor	Uses some strategies but not consistently or effectively	Little to no evidence of sales strategies	
Presentation and Delivery	Confident, clear, engaging delivery with strong visuals and smooth teamwork	Presentation is somewhat clear but lacks confidence or team coordination.	Delivery is unclear, disorganized or lacks participation.	
Engagement and Creativity	Highly creative and engaging — captures attention and stands out	Some creative effort is shown, but engagement is limited.	Little to no creativity; pitch is flat or unengaging.	
Time	In the three- to five-minute time frame	Over five minutes.	Under three minutes	
Additional Comments				Total Score: /25

1. What did students do well? What impressed you?
2. What could be improved if this were presented again?