

Agricultural Sales CDE  
Team Event Example

(Note – This is a simple example of the information that will be provided to participants at the 2012 – 2016 National Ag-Sales CDE)

You and your teammates are salespeople for Johnson Chemical Supply. Your company sells the Round-Up related products that were given to your chapter 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 minutes. You will then have ten 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 minutes to ask questions about the products, the customers, and the information you presented.

Customers:

#1. This customer is a large university grounds keeping department that services athletic fields as well as general grounds maintenance.

#2. This customer is an individually owned landscaping and turf business that provides lawn maintenance as well as landscaping design and installation.

#3. This customer owns a small hardware store located in a housing addition/subdivision style community.

**Your job is to answer these questions for each customer.**

1. What are the potential customer needs and wants?
2. What are the features and benefits of the product(s) that address the customer's needs and wants?
3. What are the potential customer objections and how will you prepare to address them?
4. What are the possible related/complimentary products and their suggestive selling strategies?
5. Develop information gathering questions to be utilized in clarifying the customer's needs and wants.

After the judges are finished with their questions, you will go individually to a pair of judges that will represent one of the customer types listed above. You will then interact with the judge to discover which customer they are, establish rapport and discover their needs and wants. Once you have accomplished these steps you will then attempt to sell the appropriate products to the customer. You will have twenty minutes to accomplish all of these steps.