



**AGRICULTURAL SALES AND MARKETING CONTEST OFFICIAL RULES**

**Friday April 15, 8:00 am**

**Location: Various locations in and near Crookston**

**CONTACT PERSON:**

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## **Contest Overview:**

The Agricultural Sales contest is a team contest comprised of three team members who will compete individually in one of three different sales areas. The three individual scores will be added together to determine the team score. The contest will be separated into a two-year and four-year division. Awards will be given for the top team in each division and for the top individual score in each sales area for each division.

Prior to arrival at the contest each team member will need to choose which sales area in which they will compete. The three areas are: Sales of Agricultural Equipment, Sales of Agricultural Input Products, and Sales of an Agricultural Service. The team will not be allowed to have more than one team member competing in a sales area. Each team member will compete in a different sales area. Teams with less than 3 members will be allowed to compete but they must designate which area each member will compete in. Teams will indicate each members sales area at the time of onsite registration (coaches meeting). There will be two parts for the Agricultural Sales contest. The first part will be a written general knowledge test, the second the practical application portion.

Approximately one month prior to the contest, specific information about each of the three areas, or sales scenarios, will be posted on the NACTA contest website. This information will provide the contestant with what will be needed to prepare for the practical sales application portion of the contest. It will include a customer profile along with specific information about the product or service being sold in each area or scenario. All contestants in each of the sales areas or scenarios for each division will sell the same product or service designated for that scenario. The products and services may be different between the two-year and four-year divisions. Examples: All contestants in the two-year division, Ag Equipment scenario might sell a tractor (the make, model, and other specifics to be provided one month prior). All contestants in the two-year division, Ag Inputs scenario might sell a specific brand and variety of corn seed. All contestants in the two-year division Ag Services scenario might sell crop insurance. The four-year division contestants may or may not be selling the same products or services.

When the team arrives for registration you will need to designate who on the team will be participating in each sales area or scenario. You will then be given a two hour time block when your team is scheduled to arrive at the contest location(s) and complete the contest. Each member in all likelihood, will be at a different location. The locations will be businesses in and around Crookston. All team members will be competing during the same time block. The locations will not be very far apart or else we will take that into consideration when scheduling. Maps will be provided to the locations.

When the contestant arrives at the business location they will need to complete the two parts of the contest. The first part of the contest is a 50 question 100 point written general knowledge exam. The answers will be put on Scantron sheets. Each written exam will be written specific to each sales area and will include questions involving general knowledge of

salesmanship, principals of marketing, and questions specific to the product or service being sold in that sales area. The first part of the contest will be completed either before or immediately after the practical application part of the contest, depending on scheduling.

The second part of the contest is the practical application portion of the contest worth 300 points. The contestant, by using the information they have been provided earlier, and by their preparation, will proceed to sell the specific product or service to a hypothetical customer. The contestant will be judged on a set of criteria as to how well they sold the product. The score sheet and set of criteria for judging will also be provided at least one month prior to the contest with all of the other information. They will have 45 minutes to attempt and complete the sale. Each contestant in the sales area will be judged by the same person. After the contestant has completed both parts of the contest they are free to go.

Since this is a new contest we are still working on details and will be updating the rules as questions arise. See below for the specific rules to the contest. If you do have any questions please contact the contest chair listed on the front page. We hope you all will enjoy the contest.

### **Contest Rules:**

This contest shall consist of two parts that will evaluate the contestant's fundamental knowledge and application of marketing and salesmanship skills.

1. Part 1 is a 100 point, written, individual knowledge exam consisting of 50 multiple choice, and true/false questions worth 2 points each covering areas of sales and marketing knowledge a contestant will need in a sales or marketing situation.
  - a. There will be three different versions of the written test, one for each sales area. Each version will have common questions related to salesmanship and marketing principles that are identical to all versions. Each sales area version will have questions that are specific to the sales area found in part two of the contest.
  - b. The written test will be administered to the contestant at the scheduled time and place they receive at registration. The test will be taken at the location where part two of the contest will be conducted, either prior to or immediately after the completion of part two of the contest.
  - c. This part of the contest will be timed and students will have 1 hour to complete this part of the contest.
  - d. Scantron answer forms will be used to record the answers to the questions.

- e. The contestants will be allowed to bring only two number 2 pencils and a calculator with them into this part of the contest. No notes or paper will be allowed in the room during the written test, scratch paper will be provided.
  - f. Any type of calculator will be allowed except for apps on cell phones and tablets. Cell phones and tablets will not be allowed.
2. Part 2 is a 300 point, practical application where the contestant will demonstrate salesmanship skills in one of three hypothetical sales scenarios. The three scenarios are as follows.
- a. Sales of a piece of agricultural equipment.
    - i. Examples: Tractor, Combine, Truck, Skid loader, Pickup, Robotic milking machine, Tillage equipment, etc.
  - b. Sales of an agricultural input product.
    - i. Examples: Seed, Chemical, Fertilizer, Petroleum products, etc.
  - c. Sales of an agricultural service.
    - i. Because of the wide variation of different services out there, and the requirements needed for each type of service, we have decided to provide the following information at this time. We will be using the following services for this contest.
    - ii. Two – year division will be selling crop consulting services.
    - iii. Four – year division will be selling agricultural lending services.

This part of the contest will be conducted at several different business locations in and around Crookston that sell the specific products and services of the scenario. The contestant will try to sell the appropriate product(s) or services(s) to a prospective customer based on information provided to them prior to arriving.

This part of the contest will be timed and the student will have 1 hour to complete the sales attempt.

Approximately 1 month prior to the contest, information will be posted on the contest website providing detailed information about each of the selling scenarios in part 2.

Information to be included will be as follows:

- a. Score sheets for part 2 showing how the contestant will be scored.
- b. A detailed customer profile of the potential customer they will be selling to.
- c. Specific information about the product(s) or service(s) to be sold.
- d. Any additional information about the contest that may be need for clarification and FAQ.

3. A team shall consist of three (3) members. Each member will choose one of the sales scenarios from part 2. The team will need to indicate at the time of onsite registration (coaches meeting) what team member will be participating in which scenario. The team will not be allowed to have more than one team member participate in the same scenario. Due to time constraints, schools may only enter one team.
4. The three team members scores will be added together to get the team score. Awards will be present for top three teams and the high individual score in each of the three sales scenarios in the two-year division and four-year division. Overall high individual scores will not be awarded due to differences in judging scores that may arise between the different judges in the different scenarios.
5. All members in a single scenario in each division will be judged by the same judge(s).
6. If an overall tie occurs (team or individual), part 2 scores will be used to determine the winner. If a tie remains then the scores from the part 1 Ag services area test, then the Ag input products area test, followed by the Ag Equipment area test, will be used to determine the winner.
7. Students should arrive with two #2 pencils and a calculator (see 1d above for details) for part 1 of the contest. For part 2 of the contest student will be allowed a calculator from part one along with any information they have prepared to use as evidence or to help complete the sale that can fit in a three ring binder, 3" maximum.
8. Teams will be scheduled for a two to three hour block of time to have their team members at the different participating business. The times will be assigned when they register on site. It will be the schools responsibility to get the members to the appointed location on time. The times will be staggered to allow time to get members to different locations. Maps to the businesses and other information will be provided at registration. If you feel this will be a problem let the contest chair know ahead of time and arrangements can be made to help with transportation. We will do our best to accommodate scheduling of teams that have conflicts with other contests.
9. Team members should use any general reference books on salesmanship and principles of marketing to prepare for Part 1 of the contest. However, a couple of source that you

may find useful would be *ProSelling* by Downey, Downey, Jackson, and Downey. Also. *AgriSelling* by Downey, Holschun, and Jackson.