

Minnesota State FFA Agricultural Sales CDE 2016

Team Event

You and your teammates are salespeople for Cabela's. You are selling the following products:

Cabelela's Pro Fishing Line – 6 lb. test – 1980 yards/spool	\$ 9.99
Cabela's RipCord Pro Fishing Line – 6 lb. test – 150 yards/ spool	\$ 16.99
Cabela's RipCord 8 Fishing Line – 6 lb. test – 150 yards/spool	\$ 16.99
Cabela's No – Vis 100% Flourocarbon Fishing Line- 6 lb. test 400 yards/spool	\$ 19.99
Cabela's RipCord Ice Fishing Line 6 lb. test – 50 yards/spool	\$ 6.99
Cabela's Fluoro – Carbon Leader Material- Will be available for demonstration - 10 lb. test – 25 yards - \$7.99	Not for sale can suggest during sale

Part 1: Team Event Planning

(Each student may bring in a 1" notebook with information on the products and plans they may have prepared ahead of time.)

There are several options to consider when preparing the sales situations with fishing line. Line weight, line color, line type, leader material could all impact the type of fishing line selection. You could demonstrate the strengths and weaknesses of different line types. This may include knot tying or simply showing the customer some of the different line characteristics. The customers will be fishing on Lake Ann in Carver County.

Scenario: There are 3 different customers you must be prepared to sell product(s) to:

- **Customer #1:** A father who is going to take his family to a local lake to fish for pan fish.
- **Customer #2:** The manager of an ice fishing contest who is buying fishing line for all participants in an fundraising ice fishing contest.
- **Customer #3:** A professional fisherman who wants to have the most up to date technology for that edge during competition.

Your team is to develop a sales strategy for the Cabela's products that will serve all three customers, answering the questions below:

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.

Each team will have 20 minutes to develop its solutions. The judges will observe each team as they work.

Part 2: Team Event Presentation

Each team will present its solutions from Part 1 to the judges. The judges will play the role of the team's supervisors at Cabela's. Students will describe the products and their plans for marketing the product to all 3 customers, answering questions 1 through 5 above. A team will have 10 minutes to present. After the presentation, the judges will have an additional ten minutes to ask questions about the products, the customers, and the information the team presented.

Part 3: Individual Sales Call

After the judges have finished asking questions, each team member will go individually to a judge that will represent one of the 3 customer types listed above. The student will 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 these steps.