

# State Agricultural Sales CDE 2017

## Team Event

You and your teammates are salespeople for NAPA Auto Parts. You are selling the Valvoline oil products:

Valvoline Premium 5W30	\$ 6.33
Valvoline DURABLEND 5W30	\$ 7.29
Valvoline SYN POWER 5W30	\$ 9.49
Valvoline MAX LIFE SYN 5W30	\$ 9.49
Valvoline SAE 30W	\$ 6.33
Valvoline 2 CYCLE MP	\$ 5.99
Additional items: NAPA oil funnel, NAPA oil filter, NAPA oil filter wrench	Not for 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 motor oil. Viscosity, age of motor, type of use, and cost could all impact the selection of type of oil. You could demonstrate the strengths and weaknesses of different oil types. This may include matching the proper type of oil to the customer's machine.

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

#### Customer #1:

The Fleet Manager at Hillspring Farm has a fleet of 10 work pickups that he will be maintaining and servicing. The work trucks are used for various tasks throughout the year including long distance travel, hauling implements and livestock.

#### Customer #2:

A new manager was hired at a resort in Northern Minnesota as the Water Sports Manager. He is managing and servicing all the fishing and speed boats, as well as the jet ski's. He is also in charge of the (3) trucks and trailers that are used to transport all the equipment.

#### Customer # 3:

A local independent oil change business is looking for a new supplier for their oil. They are looking for some options to help them service all types of vehicles, new and old, including cars and trucks. His clients include the local police force, farm trucks, and cars.

**Your team is to develop a sales strategy for the Valvoline 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/complementary 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 15 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 NAPA. 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 7.5 minutes to present. After the presentation, the judges will have an additional 7.5 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 15 minutes to accomplish these steps.