

Agricultural Sales CDE 2018 Team Event

You and your teammates are salespeople for BIG Nutrition Co.

The website for Muscle milk Products is: <http://www.musclemilk.com/product>

Students will be selling ready to drink chocolate shakes.

They are sold as 4 packs with each bottle containing 11 Fluid Ounces.

MUSCLE MILK GENUINE protein shakes \$ 5.99

MUSCLE MILK 100 Calorie protein shakes \$ 7.20

MUSCLE MILK PRO SERIES Knockout protein shakes \$ 7.98

MUSCLE MILK Organic protein shakes \$ 8.98

Additional item: Muscle Milk Protein Bars 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 protein shakes. The person's physical activity, workout schedule, muscle mass, weight, and product cost could all impact the selection of the type of shake used. You could demonstrate the strengths and weaknesses of different protein shakes. This would include matching the proper type of shake to the customer's needs.

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

Customer #1: A college wrestling program is looking for a shake product to help athletes gain muscle mass without weight gain.

Customer #2: A young mother is concerned about her child's picky eating habits and would like to find a healthy and delicious drink that also meets her nutritional and high quality food preferences.

Customer # 3: A local Snap Fitness is kicking off a health and wellness class for senior citizens and they are creating recommended nutritional plans for their clients.

Your team is to develop a sales strategy for the Muscle Milk shakes 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 BIG Nutrition. 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.