

MN FFA Agricultural Sales CDE 2019 Team Event

You and your teammates are salespeople for **Gopher Native Seeds**

The website for the grass and wildflower mixes is: <http://www.shootingstarnativeseed.com>

Students will be selling seed mixes for a native prairie project.

They are sold as seed packets that will cover 1000 square feet.

# 1628- Dry Grass Mix	\$ 11.00
# 1627- Dry Wildflower Mix	\$ 11.00
#1630- Mesic Grass Mix	\$ 10.00
#1629- Mesic Wildflower Mix	\$ 11.00
#1632- Wet Grass Mix	\$ 13.00
#1631- Wet Wildflower Mix	\$ 18.00

Additional item: Oats seed for cover crop 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 native grasses. The soil type, amount of moisture, slope, and the wildlife you would to attract. You could demonstrate the strengths and weaknesses of different seed mixes. This would include matching the proper type of seed mix to the customer's needs.

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

Customer #1:

Customer #2: **These will be given to you at the CDE competition.**

Customer # 3:

Your team is to develop a sales strategy for the native prairie grass 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 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 Gopher Native Seeds. 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 10 minutes to ask questions about the products, customers, and the information 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.