Marketing Unit Project *by C. Kohn, Waterford WI  
Based on the Wisc. FFA Sales CDE: https://sites.google.com/site/wisconsinffacdepage/ag-sales/wisconsin-ag-sales-cde*

Partner Names: Hour Date:   
  
Date Assignment is due: Why late? Score: + ✓ -  
 If your project was late, describe why

+ = all space is completely used w/ legible answers. ✓= expectations were met but not exceeded. - = redo assignment

**SALES PRESENTATION:**

**A**. Each student group will make a sales presentation. Students will have seven minutes to make a sales presentation to a “customer” (the instructor), plus three minutes to answer customer questions. Use of personal notes (on 3x5 cards) is permitted. A timer will be used to announce the five minute mark. No overtime penalty will be assessed. However, if the group uses the maximum 10 minutes, they will be stopped.

**B**. Contestants will select an agricultural product representing one of these instructional areas:

1. Agricultural Mechanics

2. Agricultural Production

3. Agricultural Products and Processing

4. Agricultural Supplies and Services

5. Forestry

6. Natural Resources and Rural Recreation

7. Ornamental Horticulture

8. Biotechnology

*Ideal products for this contest are small ticket items (under $500) that a customer could logically decide to buy within a seven minute presentation.*

**C**. Each group will present 1) a copy of their one page product summary sheet and 2) an advertisement for their product at the start of the day of the presentations.   
  
The Product Summary Sheet items include:

    1. Names

    2. Name of company you represent w/ logo and mission statement.

    3. Product to be sold, with a slogan and logo.

    4. Statement of marketing situation: Who is the customer (market segment)? Why would the customer want product (product benefits, points of differentiation)? Who are the major competitors selling a similar product to the customer? Why is this product better?

    5. Features of the product

    6. Benefits of the product specifically for the customer

    7. Warranty for your product (if any)

    8. Services available (if applies to product)

    9. Price per unit, price discount for volume purchases

The advertisement can be any form of media that builds positive brand awareness of the product. The advertisement should be directed towards the target market and exhibit creativity and general appeal.

**D**. Each contestant will make their sales presentation to their instructor in front of the class. The instructor plays the role of customer for the student's presentation. The customer uses the product summary sheet to prepare for the presentation/conversation with the contestant. The more complete the product summary sheet, the better prepared your instructor will be for the sales presentation.

**E**. Students should plan to accomplish the following tasks during the seven minute sales presentation.

* Introduce themselves to the customer in the opening of their sales presentation.
* Introduce their product to the customer.
* Point out several features of the product.
* Explain how the feature could be a benefit to the customer.
* Ask the customer for their reaction to the sales benefits.
* The customer judge will object to some element of the sales presentation.
  + Student should try to overcome the objection (price, size, color, etc.) with a positive solution to the customer's objection.
* The customers will also give the student a chance to close the sale during the presentation. Ask for the business and be ready to write up the order.

**REMEMBER:** The sales presentation is a conversation with a customer, not a seven minute speech.

**F**. Sales Presentation Criteria

**1. Pre-approach**

Product summary sheet – Product Name, Product Features, Product Benefits

Preparation for sale

Product knowledge

**2. Sales approach**

First impression

Create customer attention

Determine customer needs

Establish rapport

**3. Demonstration**

Features of product are aligned to the target market that the customer is a part of.

Allow customer to participate – presentation is a conversation, not a speech.

Attempt trial closes – a sale is attempted if not successfully made.

**4. Handling customer objections**

Identify customer objections

Handle customer objections

**5. Closing the sale**

Ask for the order

Recognize closing opportunities

**Please staple this sheet on top of your Product Summary Sheet and advertisement (if in print form) when you submit it on the day of the presentation. If your advertisement is a website, video, radio commercial, or other form of advertisement, you only need to submit your Product Summary Sheet and this sheet.**