

# 2023 Agriculture Sales & Service Contest

Superintendent: Rob Yates - (406) 855-1670 | [yatesr@absarokee.k12.mt.us](mailto:yatesr@absarokee.k12.mt.us)  
Competition Date: **MONDAY** - October 16, 2023  
Registration: [www.JudgingCard.com](http://www.JudgingCard.com) | (979) 575-2686 | [info@judgingcard.com](mailto:info@judgingcard.com)  
Entry Fee: \$50/team  
Payment: NILE Contests  
*Check or Credit Card* P.O. Box 1981  
*accepted. Send payments* Billings, MT 59103  
*or call with payment info* [livestock@thenile.org](mailto:livestock@thenile.org) | (406) 256-2495



This contest is limited to the first 32 teams entered and paid in full.

**Entry deadline: October 3, 2023**

Teams entries submitted at  
[www.JudgingCard.com](http://www.JudgingCard.com)

Day of Schedule:  
6:30-7:15am: Registration & Breakfast - Expo Center  
7:30am: Pre-contest instructions/judges meeting  
8am: Contest Begins  
12-1pm: Lunch - Arena Concourse - Fuddrucker's (requires a pre-paid lunch ticket purchased with entry - \$9/person)

**Purpose:** The purpose of the Agriculture Sales Career Development Event is to provide an individual with the basic skills to take advantage of the career opportunities offered in the sales field. Sales are an essential part of a market economy. Agricultural products benefit from sales skills, for input for production and the marketing of products. This contest is ran by the NILE and is not affiliated nor governed by Montana or National FFA rules.

**Registration & Entry Fee:** All registrations will be submitted through JudgingCard.com. ([www.judgingcard.com](http://www.judgingcard.com)) If you have never previously registered a team through JudgingCard.com, please contact them to setup an account: [info@judgingcard.com](mailto:info@judgingcard.com) or 979.575.2686. Upon completion of your registration you will be directed to send payment for all your entries and requested lunch tickets to the NILE office.

**Entry Fee:** Due October 3, 2023. Entries for ALL teams will be \$75. Entry fee for individuals will be \$20/person. All payments of entries and requested number of lunch tickets, shall be mailed or called into the NILE office. **NO LATE ENTRIES WILL BE ACCEPTED, NO EXCEPTIONS. Entries must be paid in full PRIOR TO ARRIVAL at competition.** A Purchase Order (PO) IS NOT ACCEPTED. All entries shall be submitted through JudgingCard.com (see above).

**NO REFUNDS AFTER October 3, 2023!**

**Entry:** A team will consist of four (4) individuals from the same FFA chapter. Two teams per chapter allowed (A & B). 'A' teams will take priority.

**Premiums & Awards:** Plaques to the top three teams, top four individuals, and top presentation. Award jackets to the top team (please stop at EXPO Office to order). Plaques to teams 2nd - 3rd, Top Ind. 1st - 3rd.

**Sales & Service Guidelines:** This contest consists of a team of four (4) students. All students will take a written test; all will participate in a team sales situation; all will participate in the individual sales activity; and all will participate in the individual sales presentation (own chosen item). Please contact superintendent for more info.

- A. Written Test (All Entered Students Participate) - A written test consisting of 25 multiple choice, fill in the blank, short answer, or essay questions.
- B. Team Sales Situation - The Team Sales Situation is a team activity.
  1. Team members work together to demonstrate group dynamics, problem solving, data analysis, decision making and oral and written communications skills.
  2. Each participant will be allowed to bring a one-inch binder to the team activity containing the provided product information and any other information gathered by the participant.
  3. The following information will be provided to the team at the event as if they were a group of salespeople working together to develop the pre-call planning prior to conducting a sales call.
    - a. Product information: TBA. Will be make known through NILE website, JudgingCard.com or metnet. Contact Rob Yates with all questions.
  4. The team will be provided with paper and writing utensils. No presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.
  5. The team will then develop the strategy (for the product provided prior to the event) necessary to sell the product in a face-to-face sales call. This strategy should include but not be limited to:
    - a. Determining potential customer needs and wants.
    - b. Identify features and benefits of the product(s) that address the customer's needs and wants.
    - c. Identify potential customer objections and prepare to address them.
    - d. Identify possible related/complimentary products and their suggestive selling strategies.
    - e. Develop information gathering questions to be utilized in clarifying the customer's needs and wants.
  6. Teamwork and involvement of team members will be judged during this event. Students are expected to justify their decisions based on selling principles.
  7. The team will be given twenty (20) minutes to analyze the information given and develop a presentation.
  8. At the conclusion of the twenty (20) minutes, there will be a 10 minute question and answer period with judges. There will be no presentation.
- C. Individual Sales Activity (All Entered Students Participate) - Information and product from team activity will be used in the individual sales activity. (Individual activity will be conducted after the team activity.) Participants will directly sell the product to judge(s). The judge(s) will fit one of the customer profiles identified in the team pre-call planning activity. The judge(s) will act as a real customer which may include not buying the product. Participants will have to establish rapport with the customer and ask probing questions to ensure they meet the customer's needs. Participants will have twenty (20) minutes to interact with the judge(s). Participants are allowed to use their one-inch product information binder during individual activity. **DO NOT BRING THE PHYSICAL PRODUCT.**

**Questions:** For general contest questions and information please call the NILE office at 406.256.2495 or [livestock@thenile.org](mailto:livestock@thenile.org). For team entry & registration, contact [JudgingCard.com](http://JudgingCard.com) (see top of page for contact information).