

STATION #4: SEEDSTOCK MERCHANDISING

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STATION PURPOSE:

Team members will learn how to incorporate performance information, pedigrees and phenotypes into a private treaty sales situation. Team members will also go through the process of identifying a buyer's needs and handling his or her objections or concerns.

STATION STRUCTURE:

The station is a mock treaty sales activity using a set of live bulls. The team will act as a purebred seedstock producer. They will be given production information on the set of bulls along with a brief scenario describing the buyer's operation. There will be two judges. One judge will act as a buyer and approach the team to purchase a bull or bulls. The team will interact with that judge only. The other judge will observe the transaction and score the team on how well they help the customer select the bull or bulls that best fit his or her operation and make the sale!

The sales presentation should be a minimum of 15 minutes and not exceed 25 minutes. Each member of the team is expected to participate in order to help the team to sell the animal to the buyer. The participating judge and the observing judge will score teams equally.

Emphasis will be placed on team organization, communication skills and marketing techniques. Teams will be evaluated on their opening questions to the buyer, response to buyer comments, visual appraisal of the cattle, ability to use performance data, team organization and overall effectiveness.

AREAS OF STUDY:

The team should address:

- Buyer's needs
- Performance Information
- Pedigree Information
- Visual Characteristics

Communication with the buyer:

- Opening questions to prospective buyer
- Discovery of the buyers needs
- Response to the buyer's questions
- Comprehension of the production data
- Conveying the phenotypic strengths of the bulls
- Closure of the sale