

Agricultural Sales

Academic Content Area: Mathematics – Grade 11

Career Development Event Content

1. *Communication Skills*: verbal (face to face & telephone), written and interactive (listen & question in order to gather information).
2. *Product Knowledge*: identify potential customer objections and knowledge of product use.
3. *Sales Process*: develop interactive, personal sales presentation that determines and addresses customer's needs and objections.
4. *Maintaining Customers*: customer relations and review product performance.
5. *Team Event*: members work together to demonstrate group dynamics, problem solving, data analysis, decision-making and oral and written communication skills.

Related Academic Standards/Anchors

Objectives 1-5: 2.2.11.A,B; 2.3.11.C; 2.4.11.B,C,D,E; 2.5.11.A,C,D

Connecting Examples: CDE Objectives and Standards/Anchors

Ex. 1 – Related to 2.2.11.A: Develop and use computation concepts, operations and procedures with real numbers in problem-solving situations. **Students need to compute data given on charts and informational sheet to enhance their problem-solving ability for the customer relation situation provided.**

Ex. 2 – Related to 2.2.11.B: Use estimations to solve problems for which an exact answer is not needed. **During student questioning based on the product they are presenting they need to be able to problem-solve using estimations to answer customer questioning and concerns.**

Ex. 3 – Related to 2.4.11.B: Construct valid arguments form stated facts. **During communication skills, sales process, maintaining customers and team activities the students will need to validate their rational for their product and the concerns of the customers. Also, they must be prepared with a factual argument for customer concerns.**

Agricultural Sales

Academic Content Area: Reading, Writing, Speaking and Listening – Grade 11

Career Development Event Content

1. *Communication Skills:* verbal (face to face & telephone), written and interactive (listen & question in order to gather information).
2. *Product Knowledge:* identify potential customer objections and knowledge of product use.
3. *Sales Process:* develop interactive, personal sales presentation that determines and addresses customer's needs and objections.
4. *Maintaining Customers:* customer relations and review product performance.
5. *Team Event:* members work together to demonstrate group dynamics, problem solving, data analysis, decision-making and oral and written communication skills.

Related Academic Standards/Anchors

Objectives 1-5: 1.1.11.A,C,E,F,G; 1.2.11.A,B; 1.3.11.A; 1.6.11.A,B,C,D,E,F

Connecting Examples: CDE Objectives and Standards/Anchors

Ex. 1 – Related to 1.2.11.A: Read and understand essential content of informational texts and documents in all academic areas. Sub-point, differentiate fact from opinion across a variety of texts by using complete and accurate information, coherent arguments and points of view. **Students must have an understanding of product summary sheets and is able to differentiate facts accurate to their presentations.**

Ex. 2 – Related to 1.6.11.B: Listen to selections of literature. Sub-point, summarize and reflect on what has been heard. **Student are engaged in interactive interviewing techniques with the judges which requires them to listen to the customers concerns via message, summarize and reflect on what was heard and develop a defense or solution to the situation using various sales techniques.**

Ex. 3 – Related to 1.6.11.E,F: Participate in small and large group discussions and presentations, and use media for learning purposes. The team activity requires the students to work together to demonstrate group dynamics, problem solving, data analysis, decision-making and oral and written communication skills by developing a marketing presentation to present in an interactive way with the judges.

Agricultural Sales

Academic Content Area: Science and Technology – Grade 10

Career Development Event Content

1. *Communication Skills:* verbal (face to face & telephone), written and interactive (listen & question in order to gather information).
2. *Product Knowledge:* identify potential customer objections and knowledge of product use.
3. *Sales Process:* develop interactive, personal sales presentation that determines and addresses customer's needs and objections.
4. *Maintaining Customers:* customer relations and review product performance.
5. *Team Event:* members work together to demonstrate group dynamics, problem solving, data analysis, decision-making and oral and written communication skills.

Related Academic Standards/Anchors

Objectives 1-5: **3.6.10.B,C; 3.7.10.B,C**

Connecting Examples: CDE Objectives and Standards/Anchors

Ex. 1 Related to 3.6.10.B: Apply knowledge of information technologies of encoding, transmitting, receiving, storing, retrieving and decoding. Sub-point, apply and analyze advanced communication techniques to produce an image that effectively conveys a message. Students are required to produce a sales publication poster for publicity of their products. This is to be done in a word document via provided computers.

Ex. 2 Related to 3.7.10.B: Apply appropriate instruments and apparatus to examine a variety of objects and processes. Sub-point, apply accurate measurements knowledge to solve everyday problems. This is a skill students will be required to demonstrate during their sales presentations and various communication skills components of the contest that will allow them to analyze the given information and problem-solve based on the accurate knowledge gained.