

Product Information
FFA Sales Contests
To be held on May 4, 2024

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We look forward to hosting the 2024 Oklahoma FFA Sales Contest! This document contains an overview of three competitions that will be held and the product of interest.

The contest operates as follows.

- First you will take a written examination. The questions will be obtained from the previous questions used in National FFA competitions, available here <https://ffa.app.box.com/s/a5dkpp2007k9rpaolzvh5xg6o852d04i/folder/50518217987>. There will only be multiple choice questions.
- Then you will participate in a *team* sales contest. This involves the team first spending twenty minutes in a room with the product documentation (which teams will already have, and are included in this document) and a narrative describing four hypothetical customers (provided only the day of the contest). During this time teams will identify a *strategy* for how they will interact with the consumers. This strategy involves a method for conversing with the customer to identify which of the four hypothetical customers they are and how to convey their recommendation for which tree(s) are best for them. The team will then present this strategy to two judges. Some things to consider are ...
 - The judges *are not* a customer. Think of the judges as the leader of the company's sales team, and you are describing to the judges (your boss) how you will interact with the customers. This includes ...
 - How to establish a good relationship with the customer (rapport and common interests).
 - What type of questions to ask in order to determine what the customer needs (i.e., which of the four customer profiles they are) and which type of trees will work best for them.
 - The type of objections the customer may have and how it can be overcome.
 - *Again*, you will not be pretending like you are making a sales call, your team will be describing your sales techniques for when you do make a sales call.
 - See the score card for more information about how scores are calculated.
- After the team contest each team member competes in an *individual* sales contest. Here you will enter a room with a hypothetical customer. In this instance you do want to treat this as an actual sales call. Your job is to implement your strategy for developing a rapport with the customer, determine which of the four hypothetical customers they are, and make your tree type recommendations. See the score card for more information about how scores are calculated.
- The product being hypothetically sold this year pertains to the 2025R compact utility John Deere tractor. Though we are considering only one *model* of tractor, we are focusing on many different options, implements, and accessories that can be

included on the tractor. That is, based on the customer type, the salesperson will make recommendations about whether they will want a tractor

- With or without cab
- Without or without front-end loader
- With or without backhoe
- What accessories to include (e.g., smartphone holder)
- What implements they will need with the tractor (e.g., mower, tiller, fence post digger)

Product Description

The 2 Series John Deere Compact Tractor

- [Product information web page](#)

John Deere has four general lines of compact tractors, but we are only going to focus on the 2 Series. Within the 2 Series, we are going to focus only on the 2025R Model. So contestants only need to be familiar with the 2025R John Deere tractor.

The main job of the salesperson is to be familiar with all the different options, implements, and accessories that can be used with the 2025R tractor, so that when they hear how the tractor will be used, they can best guide them to the extra implements they will need. An “implement” is generally a piece of equipment you connect to the tractor. Below are screenshots of John Deere’s implement brochure, and what the implements can do. Some are best for maintaining grassy areas like sports fields, some are ideal for small-scale farming, and others are best for landscaping. You will notice some pages from the brochure are missing. That is by design, and you are only responsible for the implements and accessories shown below. Note also that tractor can have different accessories in addition to implements, such as a cab and phone holder.

Price information is available for a the baseline model and the addition cost of adding a cab, front-end loader, and backhoe, and students should know this information.

Specific price information for each implement and accessory is not provided, so will not be asked to know these prices. However, you should recognize that the more implements and accessories, the higher the cost.

Information on tractor costs

[Configuration web page](#)

Information on implements and accessories

[Implements and Accessories online manual](#)

**Refer to pages 2-17, 20-31*