



Pre-Call Planning Team Practicum 2025 Michigan FFA Ag Sales Contest Contestant's Copy



Your Sales Team is preparing to sell to a potential customer. This is known as pre-call plan. Your customer is Frank Coleman, a farmer in Jackson, MI. He raises 1000 acres of corn and 1000 acres of soybeans. His family also has 20 egg laying chickens, 6 beef cows with 6 new-born calves, 6 market hogs and 2 horses on 25 acres. He and his wife, Norma, both work off the farm in town for additional income. Their kids are in middle school (Anna, age 12 and Mike, age 13) and both show market pigs at the county fair in 4-H. They enjoy snowmobiling in the winter and camping in the summer. You have visited with this prospect 4 times in the past 6 months but have not yet sold him your product. **(REMEMBER: The product you sold in your individual sales presentation today is the same product that you are using for this Pre-Call Plan practicum. Make sure your Pre-Call Plan presentation is reflective of this customer – the one described above - and NOT the customer you planned for in your sales presentation.)**

The four members of your team must all participate in this Pre-Call Planning process. You now have 15 minutes to prepare a pre-call plan. Upon the completion of the 15 minutes, you will be taken over to your immediate supervisor (the judge) to share your Pre-Call Plan for selling your product to the customer described above. You will have 8-10 minutes to present your Pre-Call Plan to the judge. Be sure to include the following information in your presentation:

1. Four potential questions to build rapport.
2. Four common interests team members have with the customer.
3. Four questions that help identify the wants and needs of the customer
4. Identify four active listening skills used to determine needs and wants.
5. Identify & match four potential needs & wants to the product's features & benefits.
6. Identify four potential objections.
7. Identify 4 potential concerns of the customer.

Note: Students are expected to explain their decisions for the pre-call plan based on selling principles. Additional questions may be asked by the judge to ensure the skill sets have been evaluated.

Note: Due to the time constraints of your supervisor (the judge), your presentation will be limited to the allotted 10-minute maximum time frame, and you may be stopped if you exceed the 10-minute time allotment.

***STUDENTS: Return this sheet
to the Envelope
Before Being Judged.***



Telephone Skills Practicum

2025 Michigan FFA Ag. Sales Contest



T1

Background Information:

You are a salesperson at Home Depot. You work in the lawn and garden department and are in charge of lawn maintenance sales. You have a regular customer who you sold a John Deere Zero Turn Lawnmower to last week and they called earlier today to talk to you about possibly needing to purchase some other equipment to maintain the lawn at their new house. They said they would call back in 5 minutes and wanted to talk directly to you. Unsure of what they want, you have pulled together some information on your most popular outdoor tools (see info below).

1. **\$299.00 MILWAUKEE M18 FUEL String Trimmer** provides you with more power than 31cc gas trimmers, and reaches full throttle in under 1 second. The split boom cordless string trimmer is made up of two components - the Power Head and the String Trimmer Attachment. This allows you to quickly swap out any of the 13 attachments on a single power head, delivering ultimate versatility and a lower cost of ownership.
2. **\$129.00 MILWAUKEE M18 FUEL Blower** is designed to meet the needs of the landscape maintenance professional in quick, routine cleanups. The Brushless motor delivers Higher Constant Power levels allowing users to clear more leaves, grass, and light debris, and reach Full Throttle in Under One Second. This battery powered leaf blower has low noise levels of 54dB(A), Up To 40% Quieter than the competition.
3. **\$89.97 Scotts Turf Builder Broadcast Spreader** applies fertilizer, grass seed, and other lawn care products. This lawn spreader comes pre-calibrated and ready-to-use and holds up to 15,000 sq. ft. of product. When EdgeGuard is engaged, it will block off the right-side of the spreader pattern to prevent product from spreading onto non-lawn areas.



Your Assignment:

You will be receiving a call from an existing customer interested in new or additional products. By using probing questions, you will find out what they need to maintain the lawn at their new house. You should also plan to learn additional information from them as you build rapport and attempt to make the sale.

You have up to 5 minutes to prepare and 6-8 minutes to complete your call.

***The Judge will call you after your 5-minute prep time is complete to begin the contest.**

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Telephone Skills Practicum

2025 Michigan FFA Ag. Sales Contest



T2

Background Information:

You are a salesperson at Home Depot. You work in the lawn and garden department and are in charge of garden product sales. You have a regular customer who you sold a John Deere Self Propelled Rototiller to last week and they called earlier today to talk to you about possibly needing to purchase some other equipment for their new garden. They said they would call back in 5 minutes and wanted to talk directly to you. Unsure of what they want, you have pulled together some information on your most popular garden equipment (see info below).

1. **\$129.00** The all-new Gorilla Carts 4 cu. ft. Garden Dump Cart is the perfect companion whether you are gardening or cleaning up the yard. The newly-designed Poly Garden Dump Cart has an innovative, updated frame design with a wider stance, zero-turn steering and an all-new full dump design. The patented "roll-over" dumping function makes it easy to unload anywhere. The durable poly bed is easy to clean and the 10 in. pneumatic Gorilla-tough tires will tackle any terrain.
2. **\$32.00** The Garden Weasel Cultivator has been a household name and helped make gardens look great and weed free. The Original 5-way tool loosens and cultivates with 3 interchangeable rotary bladed wheels. The scissor-like action of bladed wheels and detachable tines offer ease of use and flexibility for removing weeds in your garden.
3. **\$89.97** Scotts Turf Builder Broadcast Spreader applies fertilize to your garden. This spreader comes pre-calibrated and ready-to-use and holds up to 15,000 sq. ft. of fertilizer product. When EdgeGuard is engaged, it will block off the right-side of the spreader pattern to prevent product from spreading onto non-garden areas. Using the Scotts Turf Builder Broadcast Spreader is simple.



Your Assignment:

You will be receiving a call from an existing customer interested in new or additional products. By using probing questions, you will find out what they need to maintain the new garden at their house. You should also plan to learn additional information from them as you build rapport and attempt to make the sale.

You have up to 5 minutes to prepare and 6-8 minutes to complete your call.

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Customer Relations Practicum

2025 Michigan FFA Ag. Sales Contest



C1

Background Information:

You are a Customer Service Representative for the “Boot Barn” in Lansing, MI. Your company sells “western wear”, including a full line of western style decorations, clothing and boots. Last week, one of your customers purchased 2 pairs of Ariat brand blue jeans. They are now waiting for you at the customer service counter to return one of the pairs of jeans. You have 5 minutes of work to do, so your floor associate asked them to wait and that you would be right out to talk to them. They are already mad that they have to wait but agreed to still talk to you. When you finally talk to them, you notice that they had removed all the tags from the jeans prior to bringing them back. They do not have the tags anymore, nor a receipt. They tell you that they just didn’t like the “fit” of this pair of jeans.

The customer service policy for the “Boot Barn” is to refund the full purchase price of any merchandise purchased if they have a receipt and if it is returned in the same shape as it was sold, with tags in place. Under no circumstances will the “Boot Barn” allow for the return of merchandise if the above conditions are not met. As the customer service representative, it is your responsibility to adhere to your company policy. You do have at your discretion, the ability to give unhappy customers a 25% off coupon for any future purchases from the “Boot Barn” with an expiration date of one month from today. It has a maximum value of \$50. It is your responsibility to empathize with the customer, hold to your policy, and ensure that this customer will continue to be your customer in the future.

Assignment: You have 5 minutes to prepare and then 6-8 minutes to resolve this situation.

Process: At the end of your 5-minute preparation time, the contest volunteer will take you from your preparation area to your “customer” (the judge). The judge will play the part of the “customer”.

Please make sure that you adhere to store policy while being creative in solving your customer’s concerns.

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Customer Relations Practicum

2025 Michigan FFA Ag. Sales Contest



C2

Background Information:

You are a Customer Service Representative for the “Boot Barn” in Lansing, MI. Your company sells “western wear”, including a full line of western style decorations, clothing and boots. Last week, one of your customers purchased a pair of Ariat brand boots. They are now waiting for you at the customer service counter to return those boots. You have 5 minutes of work to do, so your floor associate asked them to wait and that you would be right out to talk to them. They are already mad that they have to wait but agreed to still talk to you. When you finally talk to them, you notice that the boots were scuffed on the bottom of the boots indicating that they had been worn outside prior to bringing them back. They do not have their receipt. They tell you that they just didn’t like the “fit” of these boots after wearing them for a few days.

The customer service policy for the “Boot Barn” is to refund the full purchase price of any merchandise purchased if they have a receipt and if it is returned in the same shape as it was sold. For boots, it specifically states that boots that are worn outside of the store are not returnable. Under no circumstances will the “Boot Barn” allow for the return of merchandise if the above conditions are not met. As the customer service representative, it is your responsibility to adhere to your company policy. You do have at your discretion, the ability to give unhappy customers a 25% off coupon for any future purchases from the “Boot Barn” with an expiration date of one month from today. It has a maximum value of \$50. It is your responsibility to empathize with the customer, hold to your policy, and ensure that this customer will continue to be your customer in the future.

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