



Pre-Call Planning Team Practicum 2026 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 Tractor Supply Company, the largest rural lifestyle retailer in the United States and is based in Brentwood, Tennessee. TSC has multiple stores across Michigan and other midwestern states. They sell agricultural merchandise to farmers and rural residents. Your contact at TSC is Mr. Mitch Miller. From your former visits with Mr. Miller, you have learned that he is an avid hunter and fisherman. He has 2 children (Branson-18 years old and Amy -16 years old). He plays golf when the weather permits and has been divorced for 3 years. He has shared custody of their children. Neither he nor his kids were ever in 4-H or FFA, but he is proud that his company is a National FFA sponsor. The TSC customer base includes farmers and rural residents who enjoy working outdoors. This is your 4th visit to sell Mr. Miller in the past 4 months, and you hope this will be the call where he chooses to place the product that you are promoting (the product you sold in your individual sales presentation today) in 30 of their stores across the mid-west.

The four members of this 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 with him 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:

- Potential questions to build rapport.
- Common interests that team members have with the customers.
- Questions that help determine the wants and needs of the customer.
- Active listening skills or techniques for determining needs and wants.
- Potential needs and wants of the customer and match them to the products' features and benefits.
- Potential objections of the customer.
- Potential concerns of each 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

2026 Michigan FFA Ag. Sales Contest



T1

Background Information:

You are a regional sales representative for UltraSource, a company who sells equipment to meat processors. You have been working for this company for 5 years and have been given a task to “Cold Call” small meat processors in Michigan. Your focus is to qualify these processors as prospects to purchase meat processing equipment from UltraSource.

At UltraSource, you sell bandsaws to cut large pieces of meat, sausage stuffers, and are currently working hard to promote a new line of “Thompson Mixer/Grinders” for mixing meat with other ingredients before grinding to a consistent size. UltraSource prides itself on fitting the correct equipment to each processor’s individual needs.

You are calling Alex Bunker, Owner/Operator at Fairway Meats in Jackson, MI. You got the contact information from publicly available sources, and he/she has no idea that you are calling, or why you are calling (a “cold call”). In the process of calling Alex, you need to build rapport and ASK QUESTIONS to find out the following information to “qualify” this processor as a suitable prospect for UltraSource.

1. What kind of meat products does this processor sell?
2. Is this processor in need of new equipment?
3. Does this processor use equipment such as a bandsaw, sausage stuffer, or mixer/grinder?
4. Are they happy with their current equipment? Do they have any complaints about their current equipment?
5. Does the processor want to increase output with newer, faster, more efficient equipment?
6. Is the processor open to having an UltraSource equipment salesperson visit?



If you can successfully “qualify” the meat processor as a prospect, you should set up an appointment to visit and continue discussing solutions UltraSource can provide. If the processor does not “qualify” as a prospect, then you should still leave a positive impression on them for possible future sales contact.

Your Assignment:

You will be placing a cold call to Alex Bunker to qualify him/her as a prospect to purchase UltraSource Equipment, such as bandsaws, meat grinders, & sausage stuffers.

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



***Call the Judge at _____ when you are ready to begin the contest.**

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Telephone Skills Practicum

2026 Michigan FFA Ag. Sales Contest



T2

Background Information:

You are a regional sales representative for UltraSource, a Kansas City, MO based company who sells equipment to meat processors. You have been working for this company for 5 years and have been given the task of checking in on your current customers in Michigan. Your focus is to confirm their satisfaction with current products and promote new products.

At UltraSource, you sell bandsaws to cut large pieces of meat, sausage stuffers, and are currently working hard to promote a new line of “Thompson Mixer/Grinders.” These mixer/grinders are electrically driven, made to mix meat with other ingredients in a hopper before grinding it into consistent sizes. These Mixer/Grinders come in multiple sizes and with varying capabilities. UltraSource prides itself on fitting the right size equipment to each processor’s individual needs.

You are making a call to Alex Bunker, Owner/Operator at Fairway Meats in Jackson, MI. He/She purchased a bandsaw 2 years ago from you. In the process of calling Alex, you need to continue to build rapport, ASK QUESTIONS to confirm their satisfaction with the bandsaw’s performance, and ASK QUESTIONS to promote the new line of mixer/grinders. (see below).

1. **Thompson 840:** This small mixer/grinder has a compact design to accommodate limited production floor space. Though small, it does not sacrifice throughput with a hopper capacity of 60 liters, allowing for over 5,000 pounds per hour of meat to be mixed & ground.
Price: \$16,995
2. **Thompson 3000:** This medium mixer/grinder balances operator convenience and a large capacity. With low profile sides for easy filling and a 110-liter hopper, supporting 6,600 pounds per hour of capacity, this mixer/grinder fits the needs of many operators.
Price: \$37,495
3. **Thompson 4200F:** This large mixer/grinder will drive production, with a 350-liter hopper and throughput of 8,800 pounds per hour. Additionally, it has reinforced metal and a stronger motor which positions it to mix and grind fully frozen meat. A true work horse!
Price: \$84,195



Your Assignment:

You will be calling Alex Bunker, Owner/Operator at Fairway Meats to check-in on their bandsaw purchase and upsell a new meat grinder. By using probing questions, you will find out if they need a new meat grinder, and if so, what size. You should also plan to learn additional information from them as you continue to 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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Thompson 840 Mixer/Grinder

- Compact, designed to accommodate limited production floor space
- Reliable high production with good particle definition
- Available as a conventional freestanding model or as a bench-top model
- Removable mixing paddles for thorough cleaning & sanitation
- Safety-interlocked lid complete with viewing grills
- 240v / 60Hz single phase
- Foot pedal operation
- Feedscrew knife & plate carriage
- De-bone/De-gristle cutting systems
- Ingredients or liquid pouring channel to lid



Thompson 3000 Mixer/Grinder

- Low loading height of 45" (1150mm)
- Short production time for 265-lbs (120kg) capacity
- Constructed from heavy gauge stainless steel & fully seamed welded
- Stainless steel feedscrew & paddle
- Removable stainless steel mixing paddle
- Lid with inspection slots to allow product to be added during operation
- 9.2kW Mince Motor
- Pneumatic foot pedal for hands-free operation
- Gemini system allows 2 machines to be joined for continuous operation
- Ingredients & liquid pouring channel to lid
- Feedscrew knife & plate carriage



Thompson 4200F Mixer/Grinder

- Low loading height of 45" (1150mm)
- Short production time for 265-lbs (120kg) capacity
- Constructed from heavy gauge stainless steel & fully seamed welded
- Stainless steel feedscrew & paddle
- Removable stainless steel mixing paddle
- Lid with inspection slots to allow product to be added during operation
- Stainless steel elevating stands
- Variable speed drives
- Controllable mixing cycles
- PLC pre-set programmable control
- Product temperature readout
- Gemini system connection
- Pneumatic lid operation
- CO2 Cooling
- Bone elimination system
- Feedscrew/knife & plate trolley
- Ingredients/liquid chute in lid
- Load cells to mixing bowl
- Feedscrew ejector





Customer Relations Practicum

2026 Michigan FFA Ag. Sales Contest



C1

Background Information:

You are a customer service representative with JVR Industries in Grand Rapids, MI. JVR Industries sells packaging materials to meat and food processors, with a focus on vacuum seal bags.

Last month, Sam Jackson, Owner/Operator at Jackson Quality Meats in Lansing, MI became a new customer, purchasing a large order of vacuum seal bags to package meat products. Upon receiving the bags, Sam was very disappointed, as the bags seem to be “defective merchandise.” Some of them had a slice down the center of the bags and are unusable. This information was learned from an angry voicemail left over the weekend at your office.

He/she is in the next room and would like some answers on how you are going to make it right. You look up Sam Jackson in your customer record system and find the following:

- One month ago, they purchased \$350 worth of vacuum bags.
- They purchased 3 separate sizes of bags; all made of the same plastic materials.
- The bags were shipped directly from the manufacturing facility in Grand Rapids to Jackson Quality Meats in Lansing, MI.
- Sam is an avid deer hunter, bass fisher, a Detroit Lions fan, and has no kids.
- Jackson Quality Meats is a 3rd generation family business.

JVR Industry Return Policy:

JVR Industries will refund the full purchase price of any merchandise purchased if evidence shows that the cause of the return is due to manufacturing defects only, at the discretion of JVR Industries employees. JVR Industries does not accept responsibility for misuse of merchandise by the customer.

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 with an expiration date of one month from today. It has a maximum value of \$200. It is your responsibility to ASK QUESTIONS, **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

2026 Michigan FFA Ag. Sales Contest



C2

Background Information:

You are a customer service representative with JVR Industries in Grand Rapids, MI. JVR Industries sells packaging materials to meat and food processors, with a focus on vacuum seal bags.

One month ago, Sam Jackson, Owner/Operator at Jackson Quality Meats in Lansing, MI, became a new customer, purchasing a 1000-count case of vacuum seal bags to package meat. The cost of the case was \$100, or \$0.10 per bag.

A co-worker informs you that Sam is now at your office to return the bags but only has about 500 of the original 1000 bags, claiming they “just did not like them.” Sam is in the next room and would like some answers on how you are going to make it right.

JVR Industry Return Policy:

JVR Industries will refund the full purchase price of any merchandise returned within 60 days of the original purchase if in original condition. If all purchased materials are not included in the return, the dollar value returned will reflect the amount of merchandise returned, at the discretion of the JVR Industries employee.

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 with an expiration date of one month from today. It has a maximum value of \$50. It is your responsibility to ASK QUESTIONS, **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”.

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