



American Royal Ag Sales Contest

American Royal Competitive Educational Activity Coordinator:
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Entry Deadline: 11:59 PM CST on September 10, 2023

About

The purpose of the American Royal Ag Sales Contest is to expose junior exhibitors to experiences and skills essential to selling and marketing agriculture products. This event offers a firsthand look at developing product knowledge and how to drive sales within the agriculture industry. Contestants will have the opportunity to demonstrate strong verbal communication skills, showcase skills to build rapport with customers, discuss features of a product, and develop a sales call that addresses customer needs.

Rules

1. Contestants must be 7-21 years old as of January 1, 2023 to be eligible. Age divisions are listed below.
2. Contestant must be a junior exhibitor at the 2023 American Royal Livestock Show.
3. No contestant will be eligible to compete in any contest at the American Royal if they have any sanctions or disciplinary action taken against them by the North American Livestock Show & Rodeo Managers Association, The International Association of Fairs and Expositions, 4-H, FFA, and/or breed association(s).
4. The contest coordinator and the management of the American Royal reserve the right to rule on any question of eligibility not covered in the preceding rules.
5. All work must be that of the entrant.
6. Individuals must submit their entry online by the deadline and arrive at the contest location at the American Royal Livestock Show by their scheduled time on October 12, 2023, to be eligible to compete.
 - a. If a contestant has a conflict with their scheduled time for the Ag Sales Contest because of their showmanship class, they should notify the event coordinator, Martha Moenning, as soon as possible.



7. Any participant in possession of any cellular device, including a smartwatch, in the event area is subject to disqualification.
8. Presentation equipment such as laptops, flipcharts, dry erase board, etc. will not be allowed. No handouts will be allowed other than the product materials provided by contest officials made available at check-in.
9. A panel of qualified judges selected by the American Royal Livestock Education Contests Subcommittee will score contestants.
10. Sales presentations will be scored based on the following criteria.
 - a. Communication skills, content, presentation organization, product knowledge, overall effectiveness, and response to questions
11. In the event of a tie, judges will determine the tiebreaker.
12. Contestants are encouraged to wear business casual clothing for the contest but will not be penalized if they are wearing their showmanship shirt and attire.
13. Winners will be recognized on October 13th, 2023 at 8:00 AM in Hale Arena.
14. Contest overview is listed below.
15. All contestants are directed to follow the health guidelines set forth by the American Royal Association with recommendations from the Centers for Disease Control and Prevention (CDC), the State of Missouri and the Kansas City, Missouri Health Department (KCHD). The processes and procedures are subject to change.

Age Divisions

Based on the age of the individual on January 1,2023

- Junior 7-12 years old
- Intermediate 13-16 years old
- Senior 17-21 years old



Contest Overview

Based on age division, participants will be provided with a spotlight product and customer profile. See the information below for age division specific information.

Junior (7-12 years old, as of January 1, 2023)

Individuals will be given the name of the spotlight product and a customer profile after contest entries close. The participant will have the opportunity to present to a judge(s) that represent the customer profile that was already given. Contestants will have 2-4 minutes to make their sales pitch. Contestants will be asked questions from the judge(s).

Participants are encouraged to learn:

- What does the product do?
- What type of animal is the product used for?
- What are the benefits of using the product?
- What is the customer's wants and needs? How does the product address those?
- What push-back might a customer give to a salesperson about the product?

Intermediate (13-16 years old, as of January 1, 2023)

Individuals will be given the name of three spotlight products and a customer profile after contest entries close. The participant will have the opportunity to present to a judge(s) that represent the customer profile that was already given. Of the three products, contestants should select only one product for the presentation. Contestants will have 3-5 minutes for their sales pitch of the product they feel best fits the specific customer's needs. Contestants will be asked questions from the judge(s).

Participants are encouraged to learn:

- What does the product do?
- What types of animals is the product used for?
- What are the benefits of using each product?
- What is the customer's wants and needs? How do these products address those?
- Which product is the most beneficial for the customer profile?

Senior (17-21 years old, as of January 1, 2023)

Individuals will be given the name of five spotlight products after contest entries close. At contest check-in, contestants will receive a customer profile and will have 10 minutes to prepare a unique sales pitch about one of the five products they feel best fits. They will then have the opportunity to present to a judge(s) for 5-7 minutes. Contestants are encouraged to explain why they selected the product they did. Contestants will be asked questions from the judge(s).

Participants are encouraged to learn:

- What does the product do?
- What types of animals is the product used for?
- What are the benefits of using each product?



- What types of scenarios would these products be beneficial?
- What are examples of how these products would be successful?