

South Central College

AGBS 1100 Agriculture Selling Skills

Common Course Outline

Course Information

Description This course covers the basic and advanced principles and techniques used in selling agricultural merchandise and services. Agricultural Sales has taken on increased importance in recent years. The introduction of new products and services has magnified the need for technically competent knowledgeable sales personnel. Role-playing and advanced, in-depth sales presentations will be done in class. Students will also be required to make an industry visit and write appropriate letters. (Prerequisite: None)

Total Credits 3

Total Hours 64

Types of Instruction

Instruction Type	Credits/Hours
Lecture	2/32
Lab	1/32

Pre/Corequisites

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Learning Objectives

Differentiate between direct and indirect selling responsibilities.
Identify the building blocks of agricultural selling.
Explain the role of the salesperson in creating customer satisfaction.
Describe principle activities of agricultural salespeople.

3. Examine the reasons why people buy.

Learning Objectives

List reasons why people buy.
Describe Maslow's theory on motivation and how it applies to agricultural selling.
Identify the different buyer types and describe characteristics of each type.
Determine why selling to opinion leaders is important.

4. Recognize the buying behaviors and thought processes in the buying decision.

Learning Objectives

Describe the buying decision process.
Define "buyer's remorse".
Describe the Farmers Buying Decision Model.
Describe and explain the adoption of the innovation curve.

5. Articulate that value is a relative, not an absolute concept.

Learning Objectives

Define tangible vs intangible value and give examples of each.
Describe how value may be seen differently by relationship, economic and business buyers.
Recall the different levels of value that contribute to a strong customer relationship.

6. Observe and evaluate how a salesperson works with customers.

Learning Objectives

Identify concepts and techniques that are studied in class as they are applied by professionals in the field.
Arrange an appointment with a salesperson in a professional manner and arrange the appointment.
Conduct yourself as a professional in a professional environment.

7. Differentiate between selling and marketing.

Learning Objectives

Compare and contrast differences between selling and marketing.
Explain value bundles and their role in marketing.
Distinguish between product, customer and sales driven marketing.
Recall the major outputs from a marketing system.

8. Develop a territory strategy that complements and implements a company's marketing strategy.

Learning Objectives

Develop a system to prioritize prospects within a market or segment.
Evaluate the value of a product and/or service as viewed by the customer.
Evaluate a product's competitive strengths and weaknesses.

9. Complete the prospecting, planning and organizing in preparation for a sales call.

Learning Objectives

Develop a system to prioritize prospects within a market or segment.
Explain how to use prospecting to grow market penetration or market concentration.
Use the prospect priority index to identify immediate action accounts.
Select objectives for the call as a part of the sales strategy.
Develop a projected flow or plan for each call in the sales strategy.

10. Identify customer needs and values.

