



# C-ID Descriptor

## Agricultural Sales and Communication

### Descriptor Details

- **Descriptor Title:** Agricultural Sales and Communication
- **C-ID Number:** 112
- **Units:** 3.0
- **Date of Last Revision:** 10/12/2017 11:43:58 PM GMT+0000

### General Description

The study of principles and practices of the selling process: selling strategies and approaches, why and how people buy, prospecting, territory management, and customer service. Self- management, communication, and interpersonal skills necessary in developing managerial abilities, leadership qualities, and facilitating teamwork within the agribusiness sector will be explored. Students will gain experience through role-play, formal sales presentations, and job shadowing. The course content is organized to give students an in-depth understanding of the factors and influences that affect the agribusiness industry on a day-to-day basis. Application of these concepts and methods through hands-on projects developing solutions for agriculture business.

### Prerequisites

No information provided

### Corequisites

No information provided

### Advisories

No information provided

## **Content**

1. Introduction to the Scope and Variety of the Sales Industry
2. Agricultural Leadership
  - A. Styles of leadership
  - B. Characteristics of successful leadership
  - C. Teamwork in organizations
  - D. Development of a personal strategic plan:
3. Overview of Relationship Selling
  - A. Why and how people buy
    1. Hierarchy of human needs
    2. The buying motive
  - B. Consultative Sales
  - C. Importance of long-term relationships
4. Communication Skills:
  - A. Behavioral styles and communication techniques
  - B. Overcoming barriers in communication
  - C. Effective listening skills
  - D. Non-verbal communication (Image, body Language, Proxemics, Senses)
5. Prospecting
6. The Sales Presentation
  - A. Approach
  - B. Presentation/Demonstration
  - C. Features and Benefits
  - D. Negotiations/Objections
  - E. Closing
  - F. Post-Closing Follow-up
7. Sales Ethics
  - A. Social responsibility and ethics
  - B. Factors affecting ethical choices
  - C. Criteria for ethical decision making
  - D. Managing company ethics
8. Practical Exercises in
  - A. Developing collateral marketing materials
  - B. Developing social media marketing
  - C. Presentation management

## D. Formal sales presentations

### **Lab Activities**

No information provided

### **Objectives**

*At the conclusion of this course, the student should be able to:*

- Recognize and understand the characteristics needed for successful agribusiness sales.
- Analyze and apply the component parts and dynamics of the sales process.
- Explain the benefits of providing post-sales customer service for agricultural customers.
- Demonstrate characteristics of a good public speaker through role-play situations, using computer presentation software, and delivering formal sales presentations.
- Define leadership and the characteristics of successful leadership.
- Demonstrate interpersonal and organizational communication skills.
- Become familiar with principles of good listening, overcoming communication barriers, and effective verbal and non-verbal communication.
- Become familiar with social responsibility and ethics.
- Factors affecting ethical choices, criteria for ethical decision-making, managing company ethics.

### **Evaluation Methods**

Comprehensive Quizzes and Exams

Critical Thinking Scenarios

Problem Analysis and Solution

### **Textbooks**

Alessandra, *Communicating at Work*, Simon and Schuster

Cathcart, *Relationship Selling*, Perigee Trade

Downy, et al, *Agri-Selling – Successful Selling Strategies for the Agricultural Professional*, Century Communications

Manning, Michael and Reece, Barry, *Selling Today*, Prentice Hall