

# Reedley College

## AG 5 - Ag Sales & Communications

*drop det's*

**Instructor:** Bud West      **Office Hours:** M,W 11:00 T 1:00

**Office:** AG 4      **Phone:** 638-3641, Ext 282

### **Course Description:**

Preparation for employment in the agricultural sales, service, and communication industry requiring a combination of technical agricultural background along with sales and communication abilities. Selling agricultural products, public relations in agriculture, and agricultural journalism will be emphasized through the use of written and oral presentation.

### **Topics to be Covered:**

1. Introduction
2. Writing for Agriculture
3. Advertising & Promoting Agricultural Products
4. Steps in Selling Agricultural Supplies & Commodities
5. Why People Buy
6. Locating & Contacting Prospective Customers
7. Interviewing & Designing Your Sales Presentation
8. Handling Objections
9. Closing a Sale
10. Servicing Clients After the Sale
11. Importance of Technical Knowledge in Sales
12. Computer Aided Presentations

### **Evaluation:**

Quizzes  
Exams  
Oral Presentations  
Evaluations of Guest Speakers  
Personal Improvement Project  
Sales Presentation  
Computer Presentations  
Final Exam

\*Grade will be based on percentage of the total points:

A = 90-100%  
B = 80-89%  
C = 70-79%  
D = 60-69%  
F = Less than 60%

**Supplies:** "The Soft Sell" by Tim Connor  
4 – HD Computer diskettes