

Reedley College

Fall 1999

AG 5 - Ag Sales & Communication

Instructor: Katy Miller

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Class Schedule: MW 9:00-9:50 AGR-15 & F 9:00-11:50 AGR-1

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

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