

Reedley College

AG 5 - Ag Sales & Communications

Instructor: Bud West **Office Hours:** M,W 10:00 T, Th 11:00

Office: AG 4 **Phone:** 638-3641, Ext 3282

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

*Attendance
Drop date
Final exam*