***AG 5 – Ag Sales & Communication*** Reedley College

Section: 50004 Fall 2011

Lecture: MW 10:00 – 10:50 AGR 2

Lab: T 2:00 – 4:50 AGR 1

**Contact Information**

Instructor: Dustin Sperling Office: AGR 5

Phone: 638-3641 ext. 3719 Office Hours: M 8:00 am – 9:00 am

E-mail: [dustin.sperling@reedleycollege.edu](mailto:dustin.sperling@reedleycollege.edu) W 11:00 am – 12:00 pm

F 8:00 am – 9:00 am

**Course Description**

Course Specifics: 3 Units 2 lecture and 3 lab hours per week

Basic Skills Advisories: Eligibility for Eng 125 and Eng 126

Selling agricultural products, preparing and delivering presentations to groups, creating newsletters, and promotion in agriculture. Critical skills of self-management, communication, and interpersonal values through role-playing and presentations. Students will develop written, oral, and computer presentations.

**Text/Materials**

Required Text: Selling Today: Creating Customer Value, Manning, Reece, 2007

**Course Outcomes**

1. Prepare and deliver an effective sales presentation for a familiar agricultural product.
2. Utilize the major capabilities of computer presentation software in the development and delivery of a multi-media sales presentation.
3. Orally respond to sales objections of customers.

**Course Objectives**

* 1. Prepare a written sales presentation
  2. Create a newsletter for distribution
  3. Conduct an in-depth interview
  4. Greet people in a variety of settings
  5. Learn techniques of time management, goal setting, and record keeping
  6. Create and deliver a presentation using computer presentation software

**Course Outline**

***Lecture Outline:***

A. Agricultural Sales as a Career

1. Personal commitment

2. Self-analysis of traits

3. Future of the career

B. The Agricultural Sales Interview

1. Relaxer techniques

2. Proper questioning

3. Prospect need analysis

4. Product benefits and features

5. Handling customer objections

6. Closing the sale

C. Using Computer and Presentation Software

1. Use of computers in presentations

2. Features of software program

3. Creation of presentation for computer media demonstration

4. Presentation of program

D. Print Media

1. Types of print media and their purposes

2. Writing a news article

3. Layout techniques and creating an effective newsletter

E. Agriculture Displays and Promotions

1. Farm expositions and other typical uses of displays

2. Layout, eye appeal, message, graphics

3. Construction of the display

***Lab Outline:***

1. Effective Agriculture Print Media
2. Promotion and Advertising
3. Ag Journalism & Press Releases
4. MS PowerPoint In Ag Sales
5. Public Speaking
   1. Informative
   2. Persuasive
   3. Prepared Sales Presentation
6. Communication Principles
   1. Listening
   2. Customer analysis – needs
   3. Persuasion techniques
   4. Feature/Benefit explanation
   5. Closing & Follow-up
7. Presentation – Speaking Practice
8. Product Research

I. Organization of Presentations

**Attendance**

1. Attendance is mandatory since the majority of learning occurs in the lecture/laboratory environment.
2. Students are personally responsible for obtaining notes/information missed due to an absence. Notes/information can be obtained from a fellow classmate or by meeting with the instructor during regularly scheduled office hours.
3. Please notify the instructor if you know in advance that you will be absent from class.
4. College policy dictates that an instructor should drop a student with two consecutive weeks of unexcused absences (i.e., class meets two times per week, 4 unexcused absences equals a drop: class meets 1 time per week, 2 unexcused absences equals a drop).
5. At the end of the 9th week of instruction, no withdrawals are permitted and the student must receive a grade.
6. Make-up tests and assignments will only be allowed for emergency situations and pre-excused absences.

**Methods for Measuring Student Achievement and Determining Grades**

The methods for measuring student achievement & determining grades are:

###### Writing

###### Term or other papers, laboratory reports, and written homework

###### Problem-Solving

* Exams, quizzes, and laboratory reports

1. Skill Demonstrations

* Class performances

1. Examinations
   * Multiple choice, true/false, matching and essay

All assignments are due at the beginning of the class session on the date due. Late assignments can be submitted for grading; however, all late assignments will receive a deduction in the amount of 50% of the overall point value for that specific assignment.

**Course Grade Determination**

Tests will be true/false, multiple choice, short answer, and essay questions. Written laboratory reports and written homework will be required. Course emphasis will be placed on developing written, oral, and computer presentations.

Tests 50%

Labs 30%

Homework 10%

Quizzes 10%

Letter grades will be calculated by using the following standard percentage point evaluation:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = under 60%

**Policy on Cheating & Plagiarism**

In keeping with the philosophy that students are entitled to the best education available, and in compliance with Board Policy, each student is expected to exert an entirely honest and individual effort toward attaining an education. Violations of this policy will result in disqualification for the course.

**Accommodations for Students with Disabilities**

If you have a verified need for an academic accommodation or materials in alternate media (i.e., Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me as soon as possible.

**Behavioral Standards**

1. It is a common courtesy to turn off all electronic devices (i.e., cell phones, mp3 players, etc…) when in a group setting. Please exercise this courtesy!
2. Students are expected to conduct themselves in a mature and responsible manner that respects the rights of all other individuals.

**Important Dates**

1. Last Day to Register for a Full-Term Fall Class September 2
2. Labor Day Holiday September 5
3. Last Day to Drop a Class (letter grades assigned after this date) October 14
4. Veterans Day November 11
5. Thanksgiving Holiday November 24 – 25
6. Finals Week December 12 – 16

**Final Exam Thursday, December 15th, 2:00 – 3:50 am**