



**Collegiate Agriculture Leader's
Spring Competition
March 14, 2008
Holiday Inn, Visalia, CA**

FORMAL SALES PRESENTATION

- Contest Time:** 8:45 a.m.
- Categories:** Individual
Team – 2 or more students
*Note: Schools may enter both categories
- Entries:** No limit per school
- Purpose:** Improve a student's speaking and thinking abilities.
- Structure of Contest:** Students will have *10 minutes maximum* to give a formal sales presentation of an agriculture-related product. *There will be a 1-point per second deduction for students going over the 10 minute maximum. There will not be a point deduction for going under 10 minutes. Judges will notify students when time has expired and ask students to conclude their presentation.* Students should come prepared with their product, charts, brochures etc. There will be a computer and overhead available for students who wish to make their presentation using Microsoft Power Point, overlays or an easel for flip charts. The contestant will present their product to the judges and audience and the following scorecard will be used. Students will draw for the order of presentations.

Scoring:

Formal Sales Presentation	
	Points
Stage Presence	100
Use of Visual Aides	100
Appropriateness of Product	100
Handling Questions or Objections	200
General Effect	100
<i>Overtime Deductions (1pt for each Sec.)</i>	
Total	600