

Agricultural Sales (2021-)

Assess the psychology behind sales and professional selling. [AFNR.HS.7.1](#)

- a** Identify professional sales techniques. [AFNR.HS.7.1.A](#)
- b** Recognize the psychology of selling agricultural products and the relationship of those products to the general population. [AFNR.HS.7.1.B](#)
- c** Classify the key concepts of sales. [AFNR.HS.7.1.C](#)

Summarize concepts of sales techniques used in agricultural businesses. [AFNR.HS.7.2](#)

- a** Recall the product life cycle for typical agricultural products. [AFNR.HS.7.2.A](#)
- b** Explain the concept of supply and demand, and its relationship to sales. [AFNR.HS.7.2.B](#)
- c** Categorize customer needs and wants. [AFNR.HS.7.2.C](#)

Analyze the sales process. [AFNR.HS.7.3](#)

- a** Identify agricultural sales skills. [AFNR.HS.7.3.A](#)
- b** Identify the appropriate steps to selling an agricultural product. [AFNR.HS.7.3.B](#)
- c** Design a sales presentation. [AFNR.HS.7.3.C](#)
- d** Critique closing techniques within the sales process. [AFNR.HS.7.3.D](#)

Explain the significance of customer relationships in the selling process. [AFNR.HS.7.4](#)

- a** Describe the benefits of positive customer relationships and the aspects of customer satisfaction. [AFNR.HS.7.4.A](#)
- b** Identify methods of building and maintaining positive customer relationships. [AFNR.HS.7.4.B](#)
- c** Demonstrate solutions for handling customer resistance and/or negative reactions. [AFNR.HS.7.4.C](#)

Critique various marketing strategies for agricultural businesses. [AFNR.HS.7.5](#)

- a** Describe the role of trade and price in marketing agricultural commodities. [AFNR.HS.7.5.A](#)
- b** Analyze a marketing plan and the key elements of marketing (e.g., product, place, price, and promotion). [AFNR.HS.7.5.B](#)
- c** Compare traditional marketing strategies for agricultural products. [AFNR.HS.7.5.C](#)

d Identify innovative, non-traditional marketing strategies for agricultural products. AFNR.HS.7.5.D

Analyze the key concepts in a sales portfolio for agricultural communications. AFNR.HS.7.6

a Define the creative strategy in developing a sales portfolio. AFNR.HS.7.6.A

b Draw conclusions regarding successful agricultural sales portfolios and presentations. AFNR.HS.7.6.B

c Distinguish available technology aspects found within a sales portfolio or utilized during sales communications. AFNR.HS.7.6.C

d Develop a comprehensive marketing plan presentation utilizing a sales portfolio and a variety of communications strategies. AFNR.HS.7.6.D