Nebraska CTE

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

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	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