



South Central College

# AGBS 1100 Agriculture Selling Skills

## Common Course Outline

### Course Information

**Description** This course covers the basic and advanced principles and techniques used in selling agricultural merchandise and services. Agricultural Sales has taken on increased importance in recent years. The introduction of new products and services has magnified the need for technically competent knowledgeable sales personnel. Role-playing and advanced, in-depth sales presentations will be done in class. Students will also be required to make an industry visit and write appropriate letters.  
(Prerequisite: None)

**Total Credits** 3

**Total Hours** 64

### Types of Instruction

Instruction Type	Credits/Hours
Lecture	2/32
Lab	1/32

### Pre/Corequisites

None

### Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

### Course Outcomes

**1. Describe and explain agriculture sales in today's economy.**

**Learning Objectives**

Describe the rewards of being an agricultural salesperson.

List key skills that contribute to the success as a salesperson.

Explain the role of planning in a successful sales effort.

**2. Define agricultural selling as the creation and delivery of solutions that bring value to the customer.**

### **Learning Objectives**

Differentiate between direct and indirect selling responsibilities.  
Identify the building blocks of agricultural selling.  
Explain the role of the salesperson in creating customer satisfaction.  
Describe principal activities of agricultural salespeople.

## **3. Examine the reasons why people buy.**

### **Learning Objectives**

List reasons why people buy.  
Describe Maslow's theory on motivation and how it applies to agricultural selling.  
Identify the different buyer types and describe characteristics of each type.  
Determine why selling to opinion leaders is important.

## **4. Recognize the buying behaviors and thought processes in the buying decision.**

### **Learning Objectives**

Describe the buying decision process.  
Define "buyer's remorse".  
Describe the Farmers Buying Decision Model.  
Describe and explain the adoption of the innovation curve.

## **5. Articulate that value is a relative, not an absolute concept.**

### **Learning Objectives**

Define tangible vs intangible value and give examples of each.  
Describe how value may be seen differently by relationship, economic and business buyers.  
Recall the different levels of value that contribute to a strong customer relationship.

## **6. Observe and evaluate how a salesperson works with customers.**

### **Learning Objectives**

Identify concepts and techniques that are studied in class as they are applied by professionals in the field.  
Arrange an appointment with a salesperson in a professional manner and arrange the appointment.  
Conduct yourself as a professional in a professional environment.

## **7. Differentiate between selling and marketing.**

### **Learning Objectives**

Compare and contrast differences between selling and marketing.  
Explain value bundles and their role in marketing.  
Distinguish between product, customer and sales driven marketing.  
Recall the major outputs from a marketing system.

## **8. Develop a territory strategy that complements and implements a company's marketing strategy.**

### **Learning Objectives**

Develop a system to prioritize prospects within a market or segment.  
Evaluate the value of a product and/or service as viewed by the customer.  
Evaluate a product's competitive strengths and weaknesses.

## **9. Complete the prospecting, planning and organizing in preparation for a sales call.**

### **Learning Objectives**

Develop a system to prioritize prospects within a market or segment.  
Explain how to use prospecting to grow market penetration or market concentration.  
Use the prospect priority index to identify immediate action accounts.  
Select objectives for the call as a part of the sales strategy.  
Develop a projected flow or plan for each call in the sales strategy.

## **10. Identify customer needs and values.**

### **Learning Objectives**

Recognize effective listening skills and describe barriers to listening.  
Identify types of probing questions and explain how to use them.

Recognize common non-verbal "clues" and recall their meaning.  
Describe how a progression of questions can lead the customer toward a sale.

**11. Communicate a product's features and benefits to a customer.**

**Learning Objectives**

Organize customer needs, customer style and product/service benefits into a sales presentation.  
Apply the concept of a "total bundle" or value bundle.  
Translate product and service features to customer specific benefits.  
Practice presenting features and benefits.

**12. Identify types of objections and prepare responses to them.**

**Learning Objectives**

Identify types of objections and what they mean to probability of sale.  
Describe the process for handling sales resistance.  
Recall and practice techniques for handling spoken objections.  
Define objections and explain how they differ from questions and excuses.

**13. Identify and practice techniques used to close the sale.**

**Learning Objectives**

Develop an understand of why closing is difficult for many salespeople and why they need to overcome their discomfort.  
Explain the process for a trial close and in which situations it should be used.  
Identify several incremental closes that should take place during the selling process.  
Recall the basic steps to setting customer expectations for what will happen after the sale.

**14. Develop appropriate activities to ensure customer satisfaction.**

**Learning Objectives**

Describe the four levels of customer satisfaction.  
Identify ways to ensure satisfaction for each level.  
Develop appropriate activities to ensure satisfaction at each level.

**15. Display professional conduct in the classroom and class activities.**

**Learning Objectives**

Accept responsibility for preparing and attending class.  
Participate in class discussions.  
Display professional demeanor.

**16. Engage in the process of making a successful sales presentation.**

**Learning Objectives**

Use learning skills to create positive impression and build rapport.  
Use learned skills to translate product and service features to customer-specific benefits.  
Reflect on the effectiveness of applied sales techniques.

**SCC Accessibility Statement**

Disability Services provides accommodations and other supports to students with permanent and temporary disabilities that affect their SCC experience. Disabilities may include mental health (anxiety, depression, PTSD), ADHD, learning disabilities, chronic health conditions (migraine, fibromyalgia), sensory disabilities, and temporary disabilities (broken arm, surgery). Common accommodations are extended test time, private room for testing, audiobooks, and sign language interpreter.

Contact us: Faribault A116 (507) 332-5847. North Mankato E112 (507) 389-7222. [ds@southcentral.edu](mailto:ds@southcentral.edu)  
[www.southcentral.edu/disability](http://www.southcentral.edu/disability)