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Challenges of Hosting a Virtual Ag Sales Contest

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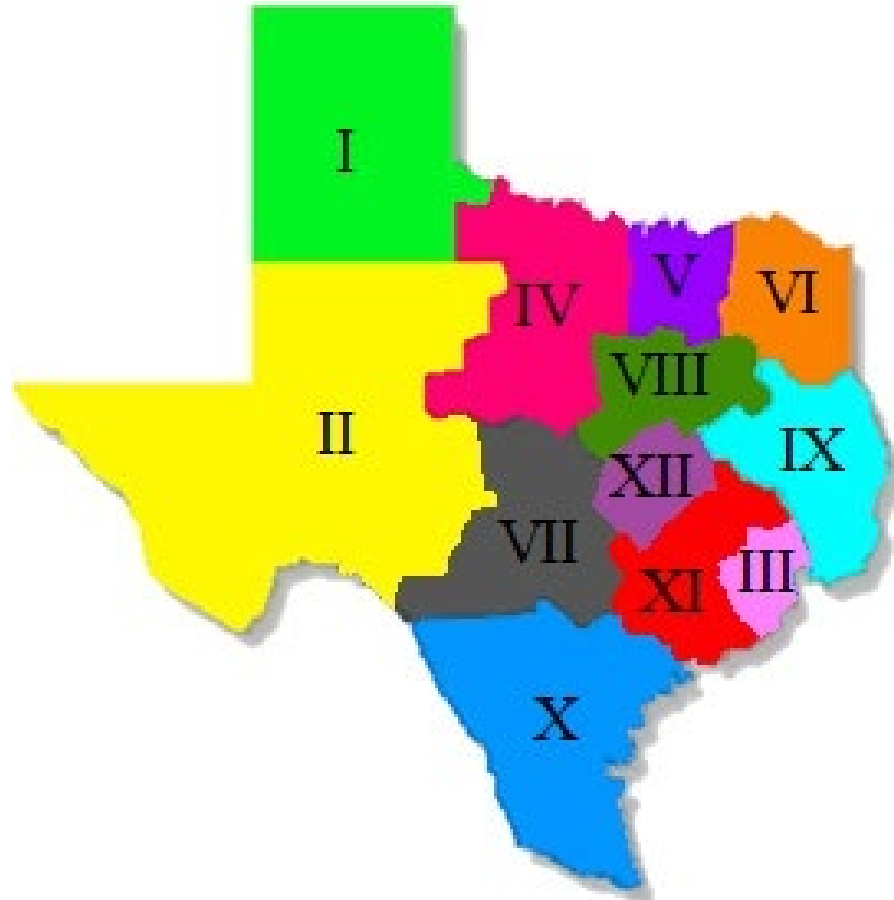
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INTRODUCTION

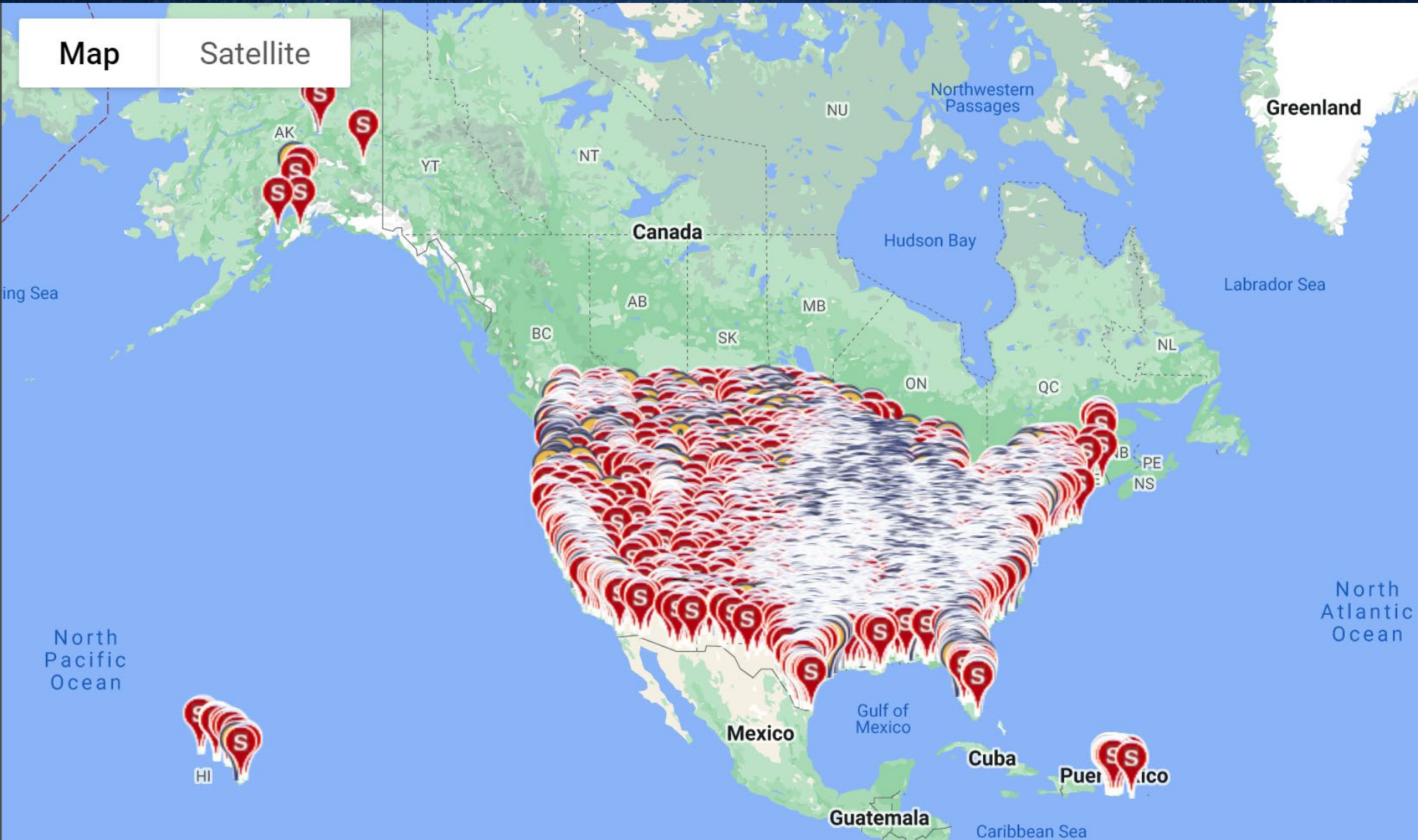
- Our college (CASNR) hosts each year the Futures Farmers of America (FFA) Career Development Event (CDE) for Area V and Area VI in the state of Texas
 - Traditionally in person and mostly at our university campus.
- In 2020, due to the coronavirus (COVID-19) pandemic CDEs were cancelled.
- In 2021, CASNR received permission to host CDEs in a largely face-to-face setting, but some fully or partially online.



Source: <https://www.texasffa.org/texas-areas>



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AG SALES CONTEST

- The purpose of the Ag Sales event is to prepare students to take advantage of career opportunities in that field.
- It consists of three activities, two of them individually (objective test and individual sales activity) and one in teams (team sales situation).
- The contest starts with a 45-minute objective test, then a 40-minute team sales presentation, and concludes with a 15-minute individual presentation.

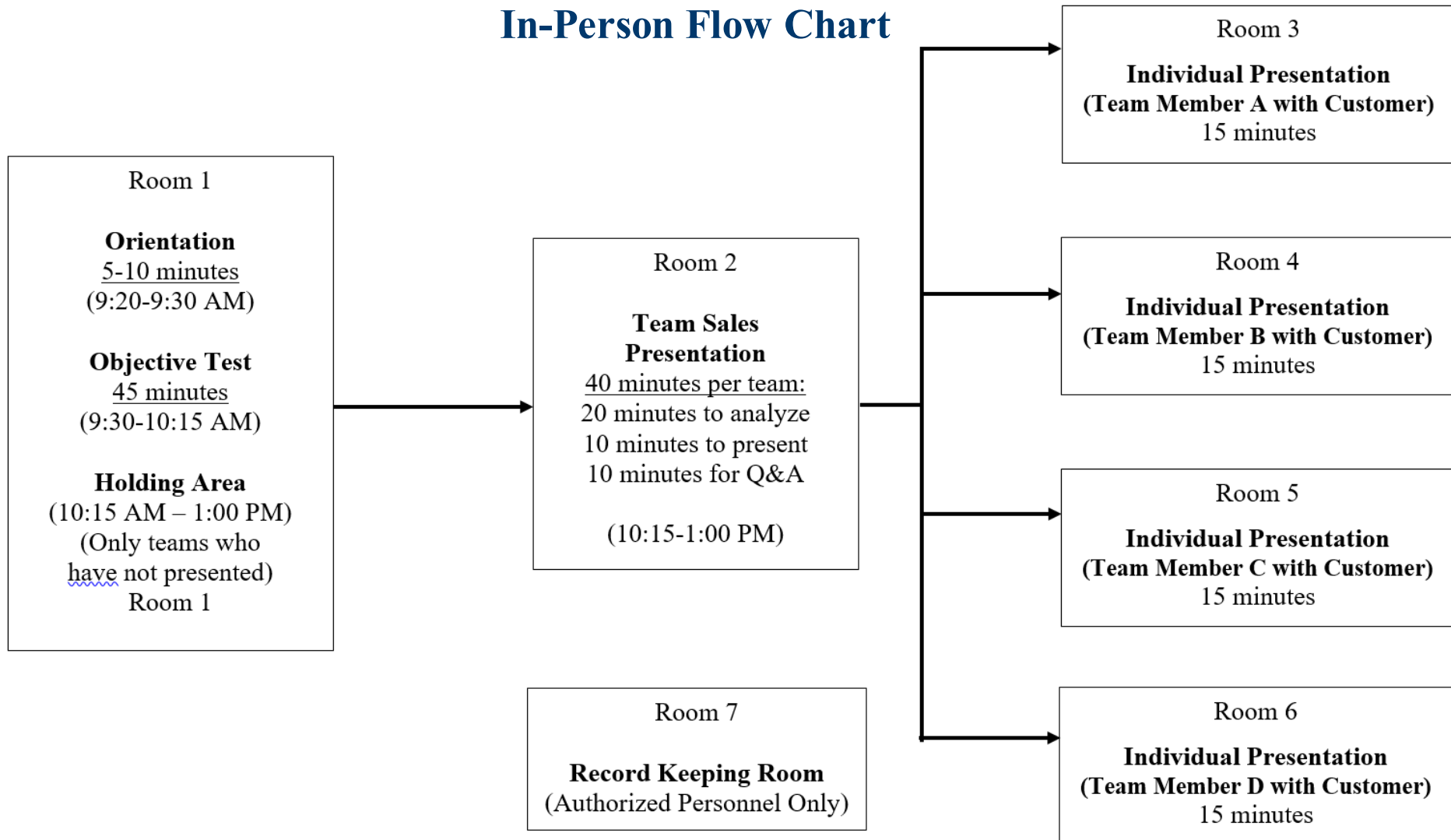


ACTIVITIES

- **Objective Test:** It consist of 50 multiple-choice questions developed exclusively from the references outlined in the National Ag Sales Rules.
- **Team Sales Presentation:** Team members will present to the judges who are acting as executives and as the team's immediate supervisor. The team will develop a strategy necessary to sell the product(s) in a face-to-face sales call.
- **Individual Presentation:** Each team member will individually sell the product(s) to one judge who will act as the customer. The judge will fit one of the customer profiles identified in the team pre-call planning (in the team sales presentation). Same customer profile for all judges.



In-Person Flow Chart





Online Flow Chart

Objective Test 45 minutes

Test was emailed to advisors at the scheduled time, about 50 minutes prior to team activity. Students submitted their answers via judgingcard.com.

Ag Sales Contest **Main Virtual Room**

Zoom Meeting
<https://tamuc.zoom.us/j/92660689872>
Meeting ID: 926 6068 9872

Once students joined Zoom Meeting, they were moved to corresponding room.

Join meeting 5-10 minutes prior to the scheduled time.

Virtual Room

Team Sales Presentation

40 minutes per team:
20 minutes to analyze
10 minutes to present
10 minutes for Q&A

Virtual Room

Individual Presentation
(Team Member A with Customer)
15 minutes

Virtual Room

Individual Presentation
(Team Member B with Customer)
15 minutes

Virtual Room

Individual Presentation
(Team Member C with Customer)
15 minutes

Virtual Room

Individual Presentation
(Team Member D with Customer)
15 minutes



LOGISTICS

- Send email to advisors of participating high schools
 - Requesting names (first and last names) of students participating in the Ag Sales contest.
 - Explaining the dynamics
 - Asking whether students be able to start the **Objective Test** at a particular time slot, say at 8:30 AM, 8:45 AM, 9:00 AM, 9:15 AM, etc.
 - Explaining students' **Team Presentation** will follow the Objective Test, say at 9:15 AM, 9:30 AM, 9:45 AM, 10:00 AM, etc.
 - Explaining students' **Individual Presentations** will follow the Team Presentation, say at 10:00 AM, 10:15 AM, 10:30 AM, 10:45 AM, etc.
 - Attaching flow chart and requesting to forward/distribute the email (and attachment) to their students



From: Jose Lopez

To: High School Advisor

Subject: Ag Sales Contest on Friday, April 16

Good Morning <Name>,

Thank you very much for registering a team for the **Ag. Sales Contest on Friday, April 16**. I hope you and your students enjoy the experience. We hope they will consider A&M-Commerce as one of their universities choices for continuing their education.

I need to know:

- Names (first and last names) of your students participating in the Ag Sales contest.
- Will your students be able to start the Objective Test at 8:45 AM? Note: If so, your students' Team Presentation will follow the Objective Test at 9:30 AM (see instructions below).

The Ag Sales Contest consists of three components: an objective test, a team activity, and an individual activity.

Objective Test (100 points/member, max points are 300). This test consist of 50 multiple-choice questions. The test will be emailed to the advisor at the scheduled time. The advisor will distribute the test to each student and ensure each student has 45 minutes to complete the test. Advisor will proctor test and will make sure each student's answers are entered into judgingcard.com. Link to website for entering answer choices from each student will be email to advisors.



Team Activity (150 points total). This activity will be conducted via a **Zoom Meeting** (<https://tamuc.zoom.us/j/92660689872> and Meeting ID: 926 6068 9872). It will follow right after the objective test at the scheduled time. Students can join meeting 5-10 minutes prior to the scheduled time. Once students join Zoom meeting, they will be moved to the corresponding room. Team activity will start at the scheduled time. If student show up late, the student can still join the team activity as long as there is time left in their allotted time. Once students have completed the team activity, they should go back to the Zoom Main Room. That is, exit the Team Presentation Room, but NOT end the meeting. If a student ends the meeting by accident, the student can join the Zoom Meeting again and we will move the student to the corresponding room for his/her individual activity. Make sure each student join the Zoom Meeting using his/her name (as opposed to a parent's name or phone number or phone name, etc.).

Note: During the team activity, team members will analyze information and present to the judges who are acting as the team's immediate supervisor. The team will develop a strategy necessary to sell the product(s) in a face-to-face sales call. At the beginning of the team activity, we will provide the information (customers profiles) for their Team Activity via a Zoom **Chat** message.

Individual Activity (100 points/member, max points are 300). The individual presentation will be right after the team activity. Once students have completed the team activity, they should go back to the Zoom Main Room. That is, exit the Team Presentation Room, but NOT end the meeting. Once they go back to the Main Room, each of them will be moved to a room for their individual activity. If a student ends the meeting by accident, the student can join the Zoom Meeting again and we will move the student to the corresponding room for his/her individual activity. Once the student has completed the individual activity, he/she is done for the day (in terms of the Ag Sales contest).



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Note: During the individual activity, each team member will individually sell the product(s) to one judge who will act as the customer. The judge will fit one of the customer profiles identified in the team pre-call planning (in the team sales presentation). At the beginning of the individual activity, we will announce which customer the student will be visiting with by reading aloud the customer profile. We will also paste in the Zoom **Chat**, the customer profile that the student will be visiting with.

For your convenience, a chart flow is attached. Please forward/distribute this email (and attachment) to your students.

Please send me the information requested above.

If you have any questions, please let me know.

Best,

Jose A. Lopez, Ph.D. | Associate Professor of Agribusiness

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LOGISTICS (Cont.)

- Once all high school advisors replied, I put together an schedule summarizing times, high school advisors names and contact information, and high school student names.
- Schedule is useful for computer operator to be able to move people from main room to corresponding breakout rooms in Zoom.



2021 AGRICULTURAL SALES CDE

OBJECTIVE TEST

The PDF exam will be emailed to the advisors below at the specified times. All advisors already confirmed the times below works for them.

8:25 AM, <High School>, <Advisor>, <Advisor Email>, <Advisor Phone>

8:40 AM, <High School>, <Advisor>, <Advisor Email>, <Advisor Phone>

8:55 AM, <High School>, <Advisor>, <Advisor Email>, <Advisor Phone>

9:10 AM, <High School>, <Advisor>, <Advisor Email>, <Advisor Phone>

TEAM ACTIVITY

Zoom Meeting: <https://tamuc.zoom.us/j/92660689872>

Meeting ID: 926 6068 9872

It will follow right after (no later than 45 minutes after) the objective test ends. I will have one main room with breakout rooms for the team activity and individual activities. Information for the activities will be announced aloud and sent via a chat message at the start of the activity.

Note: One link for all participants (including participating teams, judges, and timekeepers). We will move them to the corresponding breakout room.

INDIVIDUAL ACTIVITY

Same Zoom meeting as Team Activity.

It will follow right after the team activity ends.

Participants will be moved to a different breakout room.



All advisors already confirmed they will have their students join the Zoom meeting above at the times below.

9:15 AM, <High School>

- 1) <Student 1 Name>
- 2) <Student 2 Name>
- 3) <Student 3 Name>
- 4) < Student 4 Name (Optional) >

9:30 AM, <High School>

- 1) <Student 1 Name>
- 2) <Student 2 Name>
- 3) <Student 3 Name>
- 4) <Student 4 Name (Optional) >

9:45 AM, <High School>

- 1) <Student 1 Name>
- 2) <Student 2 Name>
- 3) <Student 3 Name>
- 4) <Student 4 Name (Optional) >

10:00 AM, <High School>

- 1) <Student 1 Name>
- 2) <Student 2 Name>
- 3) <Student 3 Name>
- 4) <Student 4 Name (Optional) >







LOGISTICS (Cont.)

- Send email to judges and timekeepers of **team activity** including relevant documents (general instructions of team activity, team scorecard, instructions for timekeeper, customer profiles, and product information)
- Send email to judges and timekeepers of **individual activity** (general instructions of individual activity, individual sales scorecard, instructions for timekeeper, and product information)
- Assign computer operator (who will be moving people in Zoom rooms)



Information for Individual Activity for Ag Sales Contest on Friday, April 16 at 9:00 AM

 Ag Sales Individual Presentation - GENERAL INSTRUCTIONS.pdf 100 KB	 Individual Sales Call Scorecard.docx 35 KB
 Instructions for TIMEKEEPER in Individual Activity.docx 27 KB	 2021 Ag Sales PRODUCT INFORMATION CropX_v5__62531.pdf 524 KB

Good Evening,

Thank you very much for volunteering to help in the **Ag Sales Contest on Friday, April 16**. We will start at **9:00 AM** via a **Zoom Meeting** (<https://tamuc.zoom.us/j/92660689872> and Meeting ID: 926 6068 9872). I will also send you a Zoom calendar invite shortly. I have you scheduled to judge about three or four 15-minute individual presentations, so it is very likely that you will be done by 11:30 AM. I will have Breakout Rooms, so once you log into the Zoom Meeting, I will move you to your corresponding room

As judges for the individual activity, you will be acting as customer # 2 (refer to customer profile in the instructions for the Timekeeper) and the presenting individual will sell you product(s).






I am including the following documents (4 files):

- General Instructions of the Individual Activity (refer to file Ag Sales Individual Presentation - General Instructions)
- Individual Sales Scorecard that you will fill out during the activity to evaluate the individual. **Upon completion of your three or four presentations, please take a picture of the scorecard and email me the picture. Alternatively, if you complete it in the Word document attached, you can email me the Word documents. I will need your scorecards right after the last presentation.**
- The Instructions for the Timekeeper for you to get an idea how I envision the process to work.
- The Product Information that the presenting individual will try to sell you.

Please go over these documents and if you have any questions, please let me know. The files are confidential, please do NOT share these files with other people.



Information for [Team Activity](#) for Ag Sales Contest on Friday, April 16 at 9:00 AM

 Ag Sales Team Presentation - GENERAL INSTRUCTIONS.pdf 130 KB	 Team Scorecard.docx 34 KB
 Instructions for TIMEKEEPER in Team Activity.pdf 134 KB	 2021 Team Activity - CUSTOMER PROFILES.docx 30 KB
 2021 Ag Sales PRODUCT INFORMATION CropX_v5__62531.pdf	

Good Afternoon,

Thank you very much for volunteering to help in the **Ag Sales Contest on Friday, April 16**. We will start at **9:00 AM** via a **Zoom Meeting** (<https://tamuc.zoom.us/j/92660689872> and Meeting ID: 926 6068 9872). I will also send you a Zoom calendar invite shortly. I have you scheduled to judge about two presentations, so it is very likely that you will be done by 11:00 AM. I will have Breakout Rooms, so once you log into the Zoom Meeting, I will move you to your corresponding room

As judges for the team activity, you will be acting as the immediate supervisors of the presenting team (refer to general instructions mentioned below or attached).

I am including the following documents (5 files):

- General Instructions of the Team Activity (refer to file Ag Sales Team Presentation - General Instructions)
- Team Scorecard that you will fill out during the activity to evaluate the team presentation. **Upon completion of the two presentations, please take a picture of the scorecard and email me the picture. Alternatively, if you complete it in the Word document attached, you can email me the Word documents. I will need your scorecards right after the two presentations.**
- The Instructions for the Timekeeper for you to get an idea how I envision the process to work.
- The Customers Profiles that the Timekeeper will provide to the presenting team.
- The Product Information that the presenting team will use.

Please go over these documents and if you have any questions, please let me know.

Look forward to seeing you on Friday, April 16 at 9:00 AM via Zoom.



VOLUNTEERS

- 6 Judges/Executives for Team Presentations
- 4 Judges/Customers for Individual Presentations
- 6 Timekeepers
- 1 Zoom mover/computer operator
 - To move participants from main room into team presentations and subsequently into individual presentations
- 1 Bubbler
 - To bubble scorecards from team and individual presentations in official scantron
- Note: Volunteers are not require to wear official FFA attire.



Zoom Rooms

- 1 Main Room
- Breakout Rooms for Team Presentations, say 2 Rooms
- Breakout Rooms for Individual Presentations, say 4 Rooms

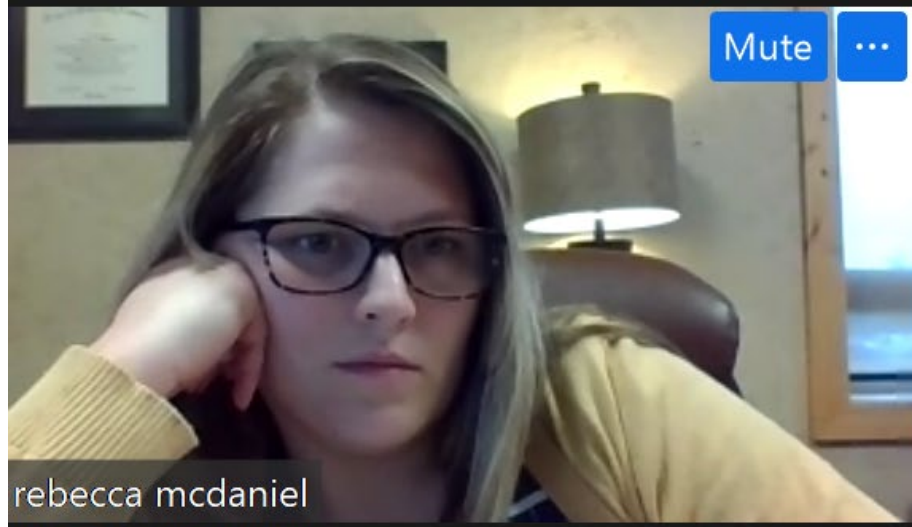
- Useful Links:
- Enabling breakout rooms
<https://support.zoom.us/hc/en-us/articles/206476093>
- Managing breakout rooms
<https://support.zoom.us/hc/en-us/articles/206476313-Managing-Breakout-Rooms>

CHALLENGES

- Conducting a sales call online
 - Lack of handshakes, eye contacts, etc.
- Logistics
 - Volunteers not showing up
 - Limited internet access and quality
 - Informal dressing
 - Moving participants from room to room
 - Joining rooms
 - Participants joining the meeting with another name
 - Participants joining the meeting sharing camera



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rebecca mcdaniel



Jameson Augustin



White Oak FFA

Sample Team Activity



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Sample Discussion with Judges for Team Presentation



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Daniel Click

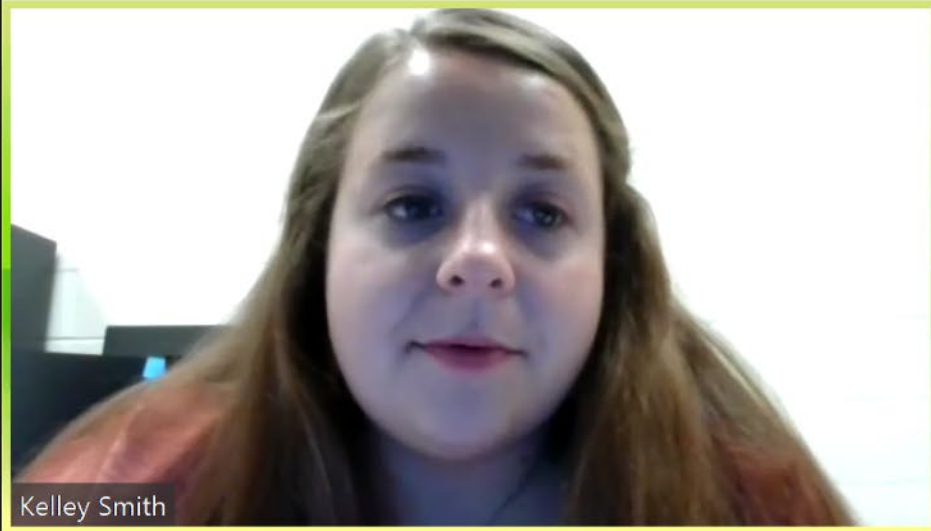


KIMBERLY RAMOS

Sample Team Activity



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Kelley Smith

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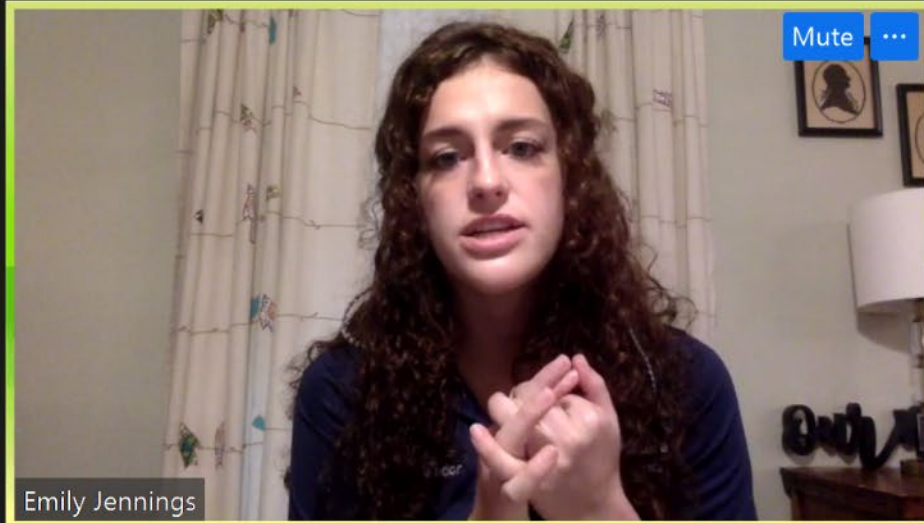


kaiti kelley

Sample Individual Activity Without Timekeeper



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Emily Jennings



Kenley Carr



Hayden Chrisman

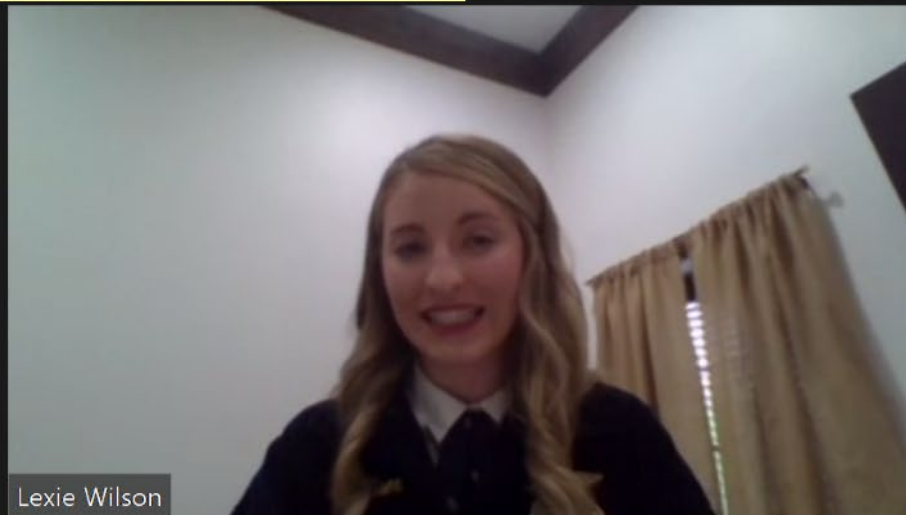
Sample Individual Activity With Timekeeper



Sample Waiting for Individual Activity



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Sample Individual Activity Without Timekeeper



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Yves-Bernard K

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Tommy Covington

Sample Individual Activity Without Timekeeper



Questions?