



**Collegiate Agriculture Leaders
Spring Competition
Friday, February 27th, 2026
Modesto Junior College**

SALES & MARKETING PRESENTATION

Categories:	Individual or team
Entries:	Three per school
Purpose:	Improve a student's speaking and thinking abilities. This includes "situational demo" – customer service, product, objections, concerns, and close of sale
Structure of Contest:	Students will have 10 minutes maximum to give a formal sales presentation of an agriculture-related product. A 2-point per second deduction will be for students over the 10-minute maximum. There will not be a point deduction for going under 10 minutes. Judges will be allowed five minutes to ask questions at the end of each sales presentation. Students should come prepared with their products, charts, brochures, etc. A computer and projector will be available for students who wish to make their presentations using Microsoft PowerPoint, 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 in order for the presentations.

*Student(s) will create a sales presentation like the old sales contest but will have the opportunity to design marketing (promotional items) for their intended products. This will be for the individual contest and team contest consisting of 2-3 members.

Scoring:

Sales & Marketing Presentation	
	Points
Customer Approach <ul style="list-style-type: none">• Generate a positive first impression• Create customer attention• Establish customer needs	50
Demonstration <ul style="list-style-type: none">• Communication product features and benefits• Differentiate product from that of competitors	50
Handling Customer Objections <ul style="list-style-type: none">• Identify and address potential customer objections	50
Closing <ul style="list-style-type: none">• Attempt to close the sale• Establish follow-up strategies for post-sales service	50
Knowledge of Product	50
Stage Presence Speaking to the judges and the audience	50
Effective use of Visual Aides Students will create a handout or Any promotional items that can be used to sell the product	100
Response to Judges Questions Accurate and answers the questions with details	100
<i>Overtime Deductions (2pt for each Sec.)</i>	
Total	500