

SALES TALK CONTEST

Superintendents: Chris Sweat and Chris Kyle

GUIDELINES

- The competition will begin at 11:00 am on Friday, February 20th. Youth must be checked in by 10:30am. Youth participating in other contests will be accommodated as best as contest officials can to allow participation in multiple events.
- This contest is a mock sales situation – the goal is to sell your product to potential buyers (the judges).
- Youth may pitch a beef animal or beef product. Any age, sex, or quality is allowed. Keep in mind this should be a marketable product.
- Contestants in the Junior and Intermediate age divisions will have three to five (3-5) minutes to present their pitch.
- Contestants in the Senior age division will have five to eight (5-8) minutes to present their pitch.
- Time penalties (5 points) will be assessed on pitches falling beyond the time constraints. Time for additional questions from the judges will not be penalized.
- There will be two or three judges (potential buyers) in each pitch. Youth are in charge of printing and providing their own supporting materials for each judge.

REQUIRED MATERIALS

1. **A beef cattle project.** Participants must present a pitch on a beef animal or beef product. Animals may be either sex and of any age. Remember this is a sales pitch – this should be a marketable animal/product.
2. **A photo or video of the animal being “sold.”** Recorded video of the animal must not exceed one minute. Video of the animal should not include any sound or text on the screen. Videos or pictures are the responsibility of the youth to provide. If using a tablet or cell phone to show the video, youth must bring that device to the pitch with them.
3. **Professional appearance.** There is no required dress code, but it is important to remember appearance is important when marketing yourself and your product.
4. **Supporting materials for your animal and pitch.** This may include copies of registration papers, genetic information, pedigree, or animal performance records. These materials must be printed ahead of the contest and will be left with the judges at the conclusion of the pitch. Business cards are acceptable. Farm promotional materials such as hats, stickers, etc. are prohibited.

SCORING CRITERIA

1. **Knowledge of the Animal:** (25 points) Was the participant knowledgeable of the animal's pedigree/performance? Were comments about phenotype or genotype accurate?
2. **Organization and Supporting Materials:** (25 points) Was the presentation organized? Was time managed effectively? Were supporting materials beneficial to the pitch?
3. **Poise and Delivery:** (25 points) Was the contestant professional and pleasant? Was there a confident tone of voice and sufficient eye contact? How well did the contestant answer questions?
4. **Effectiveness of Pitch:** (25 points) Was the sales pitch convincing? How original and enjoyable was the pitch? How confident was the contestant with their animal and sales pitch?