

Western Technical College

10006168 Agribusiness Sales Management

Course Outcome Summary

Course Information

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| Description | Students will develop a product or service marketing plan and execute a sales promotion. Additionally, marketing of agricultural products and risk management using futures and forward marketing will be discussed. |
| Career Cluster | Agriculture, Food and Natural Resources |
| Instructional Level | Associate Degree Courses |
| Total Credits | 3 |
| Total Hours | 54 |

Textbooks

No textbook required.

Course Competencies

1. Examine career opportunities in agribusiness sales and marketing

Learning Objectives

- 1.a. Identify career opportunities in agribusiness sales and marketing.
- 1.b. Compare educational requirements for various careers in agribusiness sales and marketing
- 1.c. Identify strategies for gaining employment.
- 1.d. Describe attitudes, skills and behaviors that employers consider critical to employee performance (Success Abilities)

2. Describe the importance of marketing in agribusiness.

Learning Objectives

- 2.a. Summarize activities of marketing
- 2.b. Contrast marketing with sales
- 2.c. Explore product component of marketing
- 2.d. Explore price component of marketing
- 2.e. Explore place component of marketing
- 2.f. Explore promotion component of marketing

3. Generate a branding plan for an agribusiness.

Learning Objectives

- 3.a. Analyze importance of reputation and visibility in brand development
- 3.b. Evaluate branding efforts of various agribusiness firms
- 3.c. Identify target customer base of a business
- 3.d. Research target customer base of a business

- 3.e. Develop brand positioning for a business
- 3.f. Develop a messaging strategy for a business
- 3.g. Organize branding items, including name, logo and tagline

4. Identify potential customer

Learning Objectives

- 4.a. Define the term customer.
- 4.b. Summarize customer buying patterns.
- 4.c. Identify how prospects can be located.
- 4.d. Explain why prospecting is important for effective selling.
- 4.e. List common customer buying motives.
- 4.f. Summarize the importance of buying motives.
- 4.g. Summarize the importance of buying moods.

5. Prepare sales proposal

Learning Objectives

- 5.a. Describe the selling process.
- 5.b. Summarize the value of advertising and promotion in agricultural sales.
- 5.c. Develop strategies to build customer confidence in you and your product.
- 5.d. Identify features and benefits of a product.
- 5.e. Describe the characteristics of an effective sales person.

6. Complete a sales cycle

Learning Objectives

- 6.a. Summarize the benefits of using sales tools during a sales presentation.
- 6.b. Explain the essentials of closing the sale.
- 6.c. List selected guidelines for closing the sale.
- 6.d. Develop an effective organizational structure for processing customer orders.
- 6.e. Determine current inventory of requested product/service.
- 6.f. Deliver customers' requested product/service.
- 6.g. Keep accurate records of customer's request.
- 6.h. List effective techniques used to determine customer satisfaction levels.

7. Establish a positive customer relationship

Learning Objectives

- 7.a. Identify the meaning of business ethics.
- 7.b. Discuss the importance of human relations.
- 7.c. Describe ways to improve human relation skills.
- 7.d. Outline strategies to successfully approach a customer.
- 7.e. Summarize strategies used to develop effective customer relations that promote sales and favorably represent the employer.
- 7.f. Demonstrate problem solving skills.

8. Respond to customer satisfaction issues

Learning Objectives

- 8.a. Recognize the relationship between customer satisfaction and applying good business ethics
- 8.b. Identify methods for transmitting a positive attitude.
- 8.c. Describe the role communication plays when dealing with upset customers.
- 8.d. Recognize common customer complaints.
- 8.e. Recognize sources of conflict.
- 8.f. Differentiate between constructive conflict and destructive conflict.
- 8.g. Describe positive and negative aspects of conflict.
- 8.h. Explain the process for handling customer complaints.
- 8.i. Describe methods for dealing with difficult customers.
- 8.j. Outline several problem-solving techniques.

9. Outline a marketing plan

Learning Objectives

- 9.a. Determine sales and marketing goals

- 9.b. Defend the importance of market planning.
- 9.c. Explain two types of marketing plans.
- 9.d. Describe characteristics of a quality marketing plan.
- 9.e. Research how media is used in a marketing plan (radio, television, print, digital, etc)
- 9.f. Identify five phases of the marketing planning process.
- 9.g. Explain how market analysis is carried out.
- 9.h. Recognize techniques used to effectively evaluate a marketing plan.

10. Evaluate how consumer concerns influence marketing trends.

Learning Objectives

- 10.a. Summarize per capita consumption
- 10.b. Explore consumer concerns in relation to production of grain/fiber products
- 10.c. Explore consumer concerns in relation to production of meat products
- 10.d. Explore consumer concerns in relation to production of dairy products
- 10.e. Explore ethnic diversity influence in product consumption
- 10.f. Investigate cultural influence in product consumption
- 10.g. Research marketing based on a consumer concern