

Agricultural Sales

Name: _____ Contestant No.: _____

Chapter: _____ State: _____

Customer Relations Activity

Category	Possible	Score
Introduction <ul style="list-style-type: none"> • Identify Yourself • Purpose of Call (if applicable) • Establish Rapport 	3	
Attitude <ul style="list-style-type: none"> • Pleasant • Friendly • Professional • Empathetic 	5	
Information via Customer <ul style="list-style-type: none"> • Probing to Determine the Problem <ul style="list-style-type: none"> • Clarify the Problem 	6	
Develop Solution <ul style="list-style-type: none"> • Evidence of Production Knowledge • Overcome Customer Objections 	7	
Closing <ul style="list-style-type: none"> • Get Customer Agreement • Review and Closure 	4	
Total Practicum Score:	25	

Judge's Signature: _____ Date: _____