

Salesmanship

SALESMANSHIP

- Divisions competing are Junior, Intermediate and Senior.
- You will no longer bring your animal to the contest, but will sell the animal based on the criteria listed below.
- Contestants attempt to “sell” an animal of their choice to a group of judges or potential buyers.
- Suggested information assembled in a folder:
 - COPY of registration certificate
 - Performance information
 - Breeding information
 - Sales discussion
 - Marketing decisions dictated by environment, customer base, etc.
 - Pedigree
 - Phenotype
- Judging criteria:
 - Organization of information
 - Overall presentation
 - Contestants will be expected to answer questions
- Contestants will have a 10 minute time limit to complete the sale.