



TEAM SALESMANSHIP

The purpose of the Team Salesmanship Contest is to give juniors experience in a real life scenario of selling an animal or product. This contest promotes team work, communication, marketing and more.

- 1) Senior Division (17 years and over)
 - a) The team shall consist of two juniors
 - b) Senior competitors will present their Shorthorn business plan to the bank to receive a loan. This senior team will come prepared to this competition and they will base their plan on them just graduating college with \$500, 10 cows and owning no land.
 - c) Allotted presentation time: 4-6 minutes. The judges will have three minutes for questions.
 - d) 1 point will be taken off the speaker's score for every additional 30 seconds under/over.
 - e) Judging criteria the same as for Intermediate and Prospector divisions.
- 2) Intermediate Division (13 to 16 years)
 - a) The team shall consist of two juniors, The team will be selling Shorthorn freezer beef. Information on the new Shorthorn freezer beef program can be found at juniorshorthorn.com
 - b) Competition will consist of two parts
 - i) Each junior will speak two minutes with the comments directed to the panel acting as potential customers. Presentation time is limited to a total of six minutes.
 - ii) Juniors will be questioned by the panel as potential consumers (limited to three minutes).
 - c) A team may use as many sales tools as they deem necessary - teams must provide their own sales tools.
- 3) Prospector Contest: Division I (9 years and under) Division II (10 to 12 years)
 - a) The team shall consist of two juniors, at least one with a calf at the Junior National. The team will bring an animal to the competition area and will present, promote and generally "sell" the entry to the judging panel. Cattle should not be fitted beyond being clipped and blown out.
 - b) Competition will consist of two parts
 - i) Each junior will speak up to 2 minutes each with each team member speaking equal parts. The comments directed to the panel acting as potential customers. Presentation time is limited to a total of four minutes.
 - ii) Juniors will be questioned by the panel as potential buyers (limited to three minutes).
 - c) A team may use as many sales tools as they deem necessary - teams must provide their own sales tools.
 - d) Microphones will not be used
 - f) 1 point will be taken off the speaker's score for every additional 30 seconds under/over.

*All age divisions will have the same scoring criteria.
You can find a sample scoresheet and rubric at juniorshorthorn.com*