

INDIVIDUAL SALES

The main objective of Individual Sales is to give juniors a glimpse at a real life situation of selling while promoting the importance of communication skills, marketing technique and an understanding of performance and pedigree information.

RULES

1. Contestants must be members of both the National Junior Hereford Association and their respective state junior association.
2. Each state may enter as many individuals as they wish. Individuals will compete in their corresponding age divisions: senior, intermediate, junior and peewee. Individuals must register and submit videos online by **June 1** through [Submittable](#).
3. Presentations will be from 3-6 minutes long. The objective of each individual will be to convince the judges that they should purchase their entry.
4. Individuals may present any item that is related agriculture, i.e.: an animal, semen, embryo packages, etc.
5. Participants will be discounted for using notes.
6. The order of presentations will be determined by AHA staff and will be posted prior to contest.
7. Animals are not allowed in this contest, however, participants may use visual aids such as i- pads, tablets, binder with information pertaining to the item being sold, etc.
8. No posters, dry erase boards, etc. may be used during the presentation.
9. Senior and Intermediate contestants will be required to incorporate some form of graphic design and computer technology to design marketing materials that will supplement their presentation in the sale of their agricultural product. This may include flyers, brochures, ads, etc.

SUBMISSION INSTRUCTIONS

1. Videos must be submitted electronically.
2. If submission issues arise please email [Chloé Fowler](#) for assistance.
3. In the message field please include your name, division, and state.

SCORING

1. Junior/Peewee Contestants
 - Knowledge (25 points)
 - Ability to Communicate (25 points)
 - Organization (25 points)
 - Overall Effect* (25 points)*Salesmanship, Creativity, Originality, Believability
2. Senior/Intermediate Contestants
 - Knowledge (20 points)
 - Ability to Communicate (20 points)
 - Organization (20 points)
 - Creative Design (20 Points)
 - Overall Effect* (20 points)*Salesmanship, Creativity, Originality, Believability

JUDGING PROCEDURES

1. Ten points will be subtracted from the total if judges detect the use of notes. Two points will be subtracted for each minute a presentation goes more than six minutes.
2. Judging will be by a two-member panel of judges based on 100 points maximum from each judge. Each judge will then rank the individuals based on points allocated.

ENTRY DEADLINE: JUNE 1

Participants should register & submit videos online through [Submittable](#).

