

# HYBRID INDIVIDUAL SALES CONTEST

*The main objective of Individual Sales is to give peewee and junior division contestants a glimpse at a real life situation of selling while promoting the importance of communication skills, marketing technique and an understanding of the agriculture industry.*

## RULES

### PEEWEE & JUNIOR CONTEST ONLY

1. Contestants must be members of both the National Junior Hereford Association and their respective state junior association.
2. Individuals will compete in their corresponding age divisions: junior or peewee.
3. This is a two-part contest, with pre-recorded video submissions judged prior to the Junior National Hereford Expo (JNHE) and the finalists in each division presenting in person at the JNHE to a panel of judges.
4. Individuals must register and submit videos online by **June 1** through [Submittable](#).
5. Presentations will be 3-6 minutes long. The objective of each individual will be to convince the judges that they should purchase their entry.
6. Individuals may present any item that is related agriculture, i.e.: an animal, semen, embryo packages, equipment, etc.
7. Participants will be discounted for using notes.
8. 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.
9. Please be conscientious of how legible and easy to view presentations are when presenting virtually.
10. The finalists in each selected division will be contacted to compete prior to the JNHE and a list will be posted in the [Contests & Education](#) section of the JNHE website.
11. Finalists will compete on July 18, with more information provided closer to the contest.
12. The order of presentations will be determined by AHA staff and will be posted prior to contest.

## SUBMISSION INSTRUCTIONS

1. Videos must be submitted electronically through [Submittable](#).
2. If submission issues arise please email [Chloé Fowler](#) for assistance with your name, division and state in the message field.
3. Label pre-recorded videos with your name and division i.e. Smith\_PeeweeSales.

## SCORING

- Knowledge (25 points)
  - Ability to Communicate (25 points)
  - Organization (25 points)
  - Overall Effect\* (25 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. Pre-recorded videos will be judged and ranked by an individual judge to determine the finalists who will compete in person.
3. Judging in person at the JNHE 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](#).

