

# SALES ACADEMY CONTEST

*The main objective of Sales Academy is to give intermediate and senior division contestants a glimpse at a real life situation of selling including communication and marketing prior to the live sale with an understanding of performance and pedigree information.*

## RULES

### INTERMEDIATE & SENIOR CONTEST ONLY

1. Contestants must be members of both the National Junior Hereford Association.
2. Each state may enter as many individuals as they wish. Individuals will compete in their corresponding age divisions: intermediate & senior.
3. This is a two-part contest, with sales materials submitted and judged prior to the Junior National Hereford Expo (JNHE) and the finalists in each division presenting in person at JNHE to a panel of judges.

### Part 1 Pre-Sale Advertising:

1. Participants choose one animal from their own herd and a sale scenario they think best fits that animal to gather sales materials on and present if selected as the Top 10.
  - Scenario 1 - Bull Sale (marketing to commercial buyers)
  - Scenario 2 - Online Sale/ Private Treaty
  - Scenario 3 - National Consignment Sale (OKC)
2. Participants must create pre-sale management content to be submitted for review.
  - Footnotes (required)
  - Graphics/ Sale Flyer (required)
  - Other Sales Materials (optional)
3. When submitting the pre-sale items the contestant must indicate which scenario they are wanting to compete in.
4. Pre-sale items are due June 1 through Submittable. The finalists will present in person at the JNHE, with a schedule being posted on the Contests & Education portion of the JNHE website.

### Part 2 Sale Day:

1. Finalists will compete in a live sales contest at the JNHE on July 17. The final list will be posted online and the contestants will be emailed. If they are unable to attend the JNHE they forfeit the position and it is given to the next in line.
2. Contestants are encouraged to be as creative as they want when coming up with an innovative way to sell/market their animal to the audience.
3. Printed copies of the pre-sale collateral will be given to the judges to review in tandem with the live sale presentation.
4. Additional sale aids may be brought into the room with you as long as they still relate to the focus and chosen scenario.

# SALES ACADEMY CONTEST CONT.

## SUBMISSION INSTRUCTIONS

1. Pre-sale materials must be submitted electronically through Submittable.
2. If submission issues arise please email [Chloé Fowler](mailto:Chloe.Fowler@njha.org) for assistance with your name, division and state in the message field.
3. Label materials with your name and division i.e. Smith\_SalesAcademy\_Footnotes.

## SCORING

Part 1:

- Understanding of cattle pedigrees and performance data in conjunction with sale scenarios (25 points)
- Ability to market (25 points)
- Quality of materials (25 points)
- Overall Effect\* (25 points)  
\*Creativity, Originality, Depth of Understanding

Part 2:

- Ease of Presentation (25 points)
- Ability to Communicate (25 points)
- Cohesiveness of materials with in-person presentation (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. Judging will be by a panel of judges based on 100 points maximum from each judge. Each judge will then rank the individuals based on points allocated.

## AWARDS CEREMONY

1. Awards for the Sales Academy contest will be given directly following the contest.
2. The finalists will come back in the room after the judges have made the final decisions, and the winners will be announced on the auction block.
3. An auctioneer will auction off each of the finalists lots with the highest scoring individual bringing in the highest dollar amount.
4. Only the judges will be allowed to place bids in the room to ensure an accurate representation of the scores.

## ENTRY DEADLINE: JUNE 1

Participants should register & submit videos online through [Submittable](https://www.submittable.com).