

# INDIVIDUAL SALES CONTEST

*The main objective of Individual Sales is to give junior 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

### JUNIOR CONTEST ONLY

1. Contestants must be members of both the National Junior Hereford Association and their respective state junior association.
2. Individuals must register online by June 1 through [Submittable](#).
3. Presentations will be 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, equipment, etc.
5. Participants will be discounted for using notes.
6. Animals are not allowed in this contest, however, participants may use visual aids such as i-pads, tablets, handouts, etc.
7. Please be conscientious of how legible and easy to view presentations are.
8. Those registered to compete will be contacted with a schedule prior to the JNHE and the schedule will be posted in the [Contests & Education](#) section of the JNHE website.
9. Finalists will compete on July 8.

## SCORING

- Knowledge (25 points)
  - Ability to Communicate (25 points)
  - Organization (25 points)
  - Overall Effect\* (25 points)
- \*Salesmanship, Creativity, Originality, Believability

## JUDGING PROCEDURES

1. Points may be deducted at the judges discretion for the use of notes. Two points will be subtracted for each minute a presentation goes more than six minutes.
2. Judging in person at the JNHE 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.

**ENTRY DEADLINE: JUNE 1**

Register through [Submittable](#).

