

## **Agricultural Sales Scenario 2018 State Competition**

**Team Activity:** 20 minutes to prepare, 10 minutes to present, 5 minutes for questions.

You and your team are marketing sales group for Carry-On Trailers. Carry-On Trailers is a nationwide company that is based in Georgia. Carry-On trailers sell new trailers of all sizes and has a full replacement parts program. Carry-On trailers have 8 manufacturing sites to minimize lead times and reduce freight costs. These 8 manufacturing centers combined with 1,100 employees make for quick response times when trailers need repairs.

As a team, you need to create a sales and marketing strategy for the following customers to help expand the Carry-On trailers sales. This includes deciding which product best fits each customer type and how you are going to market this product. You will have twenty minutes to prepare as a team, ten minutes to present, and five minutes for questions.

### **Customer #1**

Customer #1 is a feed dealer that has multiple feed mills across South Dakota. Two of their feed mills are in close proximity and it is often cheaper to get large bag orders in at one mill and transfer them on a trailer to the other mill. The mill needs to be able to haul 7-8 pallets at a time and maneuver tight spaces.

### **Customer #2**

Customer #2 is a farmer that is looking for a trailer with multiple uses. This is a diversified crop and livestock operation. The farmer puts up round bales, buys seed in totes, restores old equipment and does not have a loading dock. The farmer needs too haul round bales, the seed totes, and equipment. The trailer needs multiple tie down locations and storage space for lots of straps.

### **Customer #3**

Customer #3 is a rental company. They are looking for a trailer to add to their rental fleet and also use for their repair shop pickup and deliveries. This company has a full-blown small engine repair shop that does in town and out of town pickup and deliveries. On some days they are picking up and delivering multiple machines at one time. They specialize in smaller lawn and garden equipment rentals and repairs.

### **Customer #4**

Customer #4 is a local handyman. This handyman is looking to be able to haul wood, doors, appliances, tree branches, siding, and more. The handyman only has a half ton pickup but needs a decent sized trailer to haul all of his tools and equipment.