

# **Cattlemen's Congress 2027**

## **Salesmanship Contest Proposal**

The contest will be administered by the Oklahoma Department of Agriculture, Food and Forestry staff members and held at the Oklahoma State Fairgrounds on Wednesday, January 6, 2027 and Monday, January 11, 2027.

The goal of the event is to provide youth with an opportunity to hone their communication skills while increasing their knowledge of the agriculture industry and familiarity with marketing and sales of agriculture products.

### **Divisions**

3<sup>rd</sup> – 5<sup>th</sup> Grade

6<sup>th</sup> – 8<sup>th</sup> Grade

9<sup>th</sup> – 12<sup>th</sup> Grade

- Contestants must register online by November 25.
- Contestants are not required to have cattle entered at Cattlemen's Congress.
- Contestants will NOT bring an animal to the contest.
- Contestants will compete as individuals, not as teams.

### **Presentation**

Contestants will attempt to "sell" an animal, genetic opportunity or group of animals of their choice to a group of judges/potential buyers. PowerPoint presentations are allowed but not required. All videos utilized must be created by the contestant. (If utilizing digital media, contestants must arrive 30 minutes prior to the start of the contest to have media uploaded to computers on site.) Power, laptop and screen will be provided.

### **Content**

Information to include in the pitch:

- Copy of registration certificate/pedigree
- Performance information
- Phenotype
- Breeding information

\*Sales discussion should also highlight the importance of beef to the agriculture industry.

### **Visual Aids**

- The use of visual aids is allowed.
- Visual aids can include photos, posters, flyers, sales catalogs, etc. (Contestants are encouraged to be creative. Remember that visual aids are tools but your presentation should really "sell" your offering.)
- Marketing decisions dictated by environment or customer

### **Judging Criteria**

- Judge(s) will listen to a sales presentation.
- Judge(s) may ask questions during the presentation.
- Contestants will have a 6-minute time limit to complete the sale.
- Up to 4 minutes of questions could be asked.

- A timekeeper will notify the contestant when time is up.
- Presentations will be judged on the organization of information and the overall presentation and effectiveness of salesperson.
- Recommended attire is business professional or FFA Official Dress.