

Course Code: AGB 155

Course Title: Agricultural Salesmanship

Department: Agricultural Technologies

Effective Date: Summer 2026

PCS Code: 1.2 - Occupational/Technical Instruction

CIP Code: 01.0101

Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3

Credit Hour Distribution:

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Role, dynamics, and principles of sales communications as related to food and agriculture; methods for analyzing, setting objectives, planning, conducting, and evaluating sales communications efforts; and sales presentations.

General Course Objectives

Students will understand the role, dynamics, and principles of personal sales communications in agriculture, and be able to identify methods for analyzing, planning, and conducting sales presentations.

Minimum Placement Levels

English	Reading	Math
Placement out of ENG 098	Placement out of CCS 098	Placement into MAT 060

Prerequisites

None

Methods of Evaluation

The minimum methods of evaluation will include: 3 objective and short answer exams, 6 role playing scenarios, and 4 sales presentations.

Instructional Materials and Additional Supplies

None.

Course Content

General Learning Outcomes (GLOs)

- Creativity and Innovative Thinking: Students will design, present, and interpret materials, information, and ideas in innovative ways.
- Reasoning and Inquiry: Students will demonstrate the ability to solve problems using deductive reasoning and logic, quantitative reasoning, or the scientific method.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Role of Personal Selling in the Agriculture Economy	<ol style="list-style-type: none"> 1. Define the role of personal selling in the agriculture economy, and the importance of marketing. 2. Define the steps in the selling process. 3. Describe the typical duties that salespeople perform. 	1	0	0
A Career in Selling in Agriculture	<ol style="list-style-type: none"> 1. List a variety of sales positions in agriculture. 2. List the rewards and drawbacks of a sales career. 3. Describe the employment opportunities in selling. 	1	0	0
Student Introduction and Interaction	<ol style="list-style-type: none"> 1. Demonstrate how to interact and listen carefully for information. 2. Identify the names of all other students in the class. 3. Demonstrate how to network with other students. 	1	0	0
Goal Setting as Applied to a Sales Career	<ol style="list-style-type: none"> 1. List and interpret the steps in setting goals. 2. Write short-term goals for the semester. 3. Develop a plan of action to clarify and achieve the goals. 	3	0	0
Attitude and Self-Image Needed by a Salesperson	<ol style="list-style-type: none"> 1. Explain why success in selling comes from a positive attitude. 	1	0	0
Self-Management Skills	<ol style="list-style-type: none"> 1. Demonstrate methods of managing time and effort for maximum selling success. 	2	0	0
Determinants of Buying Behavior	<ol style="list-style-type: none"> 1. Explain why an understanding of buyer behavior is critical to salespeople. 2. Define the steps in the consumer buying process. 3. Explain the effect of socioeconomic and demographic changes upon buyer behavior. 4. List and explain the individual determinants of consumer behavior. 	3	0	0
Communication Skills Necessary for an Effective Sales Presentation	<ol style="list-style-type: none"> 1. Explain the basic elements in the communication process. 2. Describe the critical role of nonverbal communication. 3. Demonstrate good listening skills. 	3	0	0
Successful Prospecting	<ol style="list-style-type: none"> 1. Explain the importance of prospecting to sales success. 2. Identify the characteristics of good prospects. 3. Describe how to find and qualify prospects. 	3	0	0
The Customer Approach	<ol style="list-style-type: none"> 1. Demonstrate effective techniques for telephoning and setting an appointment with the prospect. 2. Prepare openers to establish rapport and gain the attention of prospects at the sales interview. 	3	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
The Needs Recognition Process	1. Prepare and demonstrate questioning techniques to recognize the needs of prospects.	2	0	0
The Sales Presentation	1. Formulate a feature-benefit sheet for prospective clients. 2. Select and use a variety of visual aids to dramatize the presentation. 3. Demonstrate the product.	3	0	0
Handling Objections During a Sales Presentation	1. Explain the psychology of objecting. 2. Identify common expected objections. 3. Explain rebuttals to the typical objections.	3	0	0
The Art of Closing a Sale	1. Explain the need for an effective close. 2. Explain the difference between a trial close and a close. 3. Demonstrate a variety of closing techniques.	3	0	0
Follow-up to Sales Presentations	1. Explain the need for developing goodwill with the client. 2. List a variety of methods of improving customer relations. 3. Describe how to handle customer complaints effectively.	1	0	0
Variations of Sales Presentations	1. Design and present three sales presentations to practice selling techniques, including in-person selling and virtual selling presentations.	4	0	0
Evaluation of Sales Presentations	1. Evaluate the video recording of own presentation, and those of other students. 2. Describe the importance of appearance and nonverbal communication.	3	0	0
Role-Play Case Problems	1. Demonstrate appropriate dialogue in sales situations.	5	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0