

NJAA TEAM SALES COMPETITION

The National Junior Angus Association and the Junior Activities Department of the American Angus Association will co-sponsor a team sales competition during the National Junior Angus Show (NJAS). The objective of the contest is to gain a working understanding of performance and pedigree information. Emphasis will be placed on **team organization, communication skills** and **marketing techniques**.

Winners will be selected in three age divisions. Each winning team will receive an engraved silver plate for each team member and the state junior association will receive the following premiums – 1st-\$75; 2nd-50; and 3rd-\$25.

NJAA TEAM SALES COMPETITION GUIDELINES

1. Each state association may enter one team in each age category. There will be three age divisions: ages 9 to 13; ages 14 to 17; and ages 18 to 21 (use contestant's age as of Jan. 1 of the current year). Mixed teams may enter but their division will be determined by the age of the oldest member of the team. Each team will consist of three or four individuals. Participants must be junior, regular, or life members of the American Angus Association.
2. In the occurrence of a state not having three members present for a team, they may ask a junior member from another state to compete on their team. Combined teams must consist of at least two members from the same state. However if a state association has a team, no one else from that junior association may compete on a combined state association team. Sweepstakes points will not be counted for combined state teams.
3. **Teams must sign up during the registration period.** The order of team presentation will be determined by a drawing after pre-registration.
4. The senior division will be provided with a complete scenario on the day of the registration. The team is required to select their own animal and to find a pedigree to match the scenario. It is not necessary that the animal and the pedigree correspond. See scenario example at end of rules.
5. Presentations need to be a minimum of 5 minutes long, with a maximum of 8 minutes. The presentation will not be stopped but points will be deducted at ½ point per judge for each 10 seconds over the 8 minutes allowed. Following the conclusion of the presentation the team will be allowed up to 3 minutes to answer questions from the judges. Judges will not interrupt the presentation to ask questions. All questions will be asked at the conclusion of the presentation. A one minute warning will be given by the event official.
6. Each individual on the team will be expected to speak during the presentation. The objective of each team is to sell their heifer, bull or cow-calf pair to the judges. The following three topics should be discussed: (a) pedigree information, (b) performance information (c) visual characteristics. Other information may be included in the presentation. The judge's questions will not necessarily be limited to the three topics listed above. Teams will be discounted for using notes, but are encouraged to use reference materials.
 - 6a. Each team will be allowed to use the microphone at their discretion during the sales presentation.

7. Each team will be responsible for selecting a heifer, bull or cow-calf pair to use in the competition. **Bulls, heifers and cow-calf pairs are not to be groomed; but, should be clean.** Animals will be checked before entering the competition area. No show halters and no grooming supplies will be allowed in the competition area. **Three copies of the registration certificate (original or electronically stored) should be provided.** Points will be deducted for teams not supplying three copies of the registration certificate. In addition to the registration certificate each team may supply performance data, pictures, show records, etc. as part of the sales package for the panel of judges.
8. Each team is allowed to enter the ring with only the animal being marketed and one set of sales material per judge. **Extra promotional items (farm signs, posters, etc.), props and incentive gifts to judging panel (key rings, caps, beverages, etc.) are prohibited.**
9. Points will be awarded as follows:

Content - 10 points

Ability to communicate - 10 points

Team organization - 10 points

Overall effect - 10 points

Knowledge & Response to Questions – 10 points

Up to five points will be deducted for dependence on notes. Two points will be subtracted if registration certificates are not submitted. Five points will be subtracted if all three team members do not speak. Two points per judge will be subtracted for each minute the team presentation goes less than five minutes and points will be deducted at ½ point per judge for each 10 seconds over the 8 minute time limit.

10. Judging will be by a three-member panel of judges based on 50 points maximum from each judge. The contest official will inform the judges if any points need to be deducted for time violations. Each judge shall total their score and rank the contestants in numerical order on the basis of their score. (Highest score first, lowest score last.)

The rankings (not the score) of the three judges shall be added for each team, and the final placings determined by the lowest composite rankings. Actual scores will be used only to break ties. In the event the participants are still tied, they shall be named co-winners and two awards will be given for that placing and none given for the following placing.

Scenario Example:

You have been contracted by a producer who is in need of a bull. This bull will be used in a rotational program in western South Dakota. His emphasis is to produce F1 females that are sold to commercial cattlemen. This is done under minimal labor on Hereford cows. He does retain steer calves for slaughter because of adequate feed sources.