

Sample Sales Presentation Summary Sheet

Contestant Name: Sam Salesman

Statement of Situation: You are the owner of a diversified livestock and grain farm, and are in the process of improving your cattle herd through the use of Artificial Insemination technology. Your goals are to breed and sell purebred breeding stock with superior genetics and outstanding carcass merit. You intend to promote your cattle through livestock shows and sales on the local and state level. You are wanting to find a genetics supplier that you can partner with for a long term relationship.

Representing Company: Red Wagon Genetics

Product to be sold: Purebred Genetics (Semen) on a solid bull lineup.

Features of Product:

1. Widest variety of choices in the genetics marketplace.
2. Top herd sires available with outstanding carcass traits.
3. Prices that are competitive within the industry.
4. Quality Guarantee
5. Genetic Analysis and consulting available to all customers to evaluate needs and recommend sires to meet those needs.

Product Structure:

Genetics are marketed by the straw with guaranteed 10 live sperm per straw.

Volume discount price breaks at 20, 50, and 100 units per order

Semen Tank service available at a discount price for customers

Warranty: If semen is found to be defective in any way, a replacement with the bull of your choice will be made. Storage and Use Guidelines must be followed in order for this warranty to be in place. Red Wagon Genetics must be the company servicing your tank to guarantee correct storage has taken place.

Service Available: Red Wagon Genetics markets genetics anywhere in the world. We service semen tanks anywhere within a 200 mile radius of Springfield, IL.

Demonstration of Function: Red Wagon Genetics has marketed genetic products in 25 states and Canada.

Competitors and Pertinent information: Red Wagon Genetics competes with Select Sires, Accelerated Genetics, American Breeders Service, and other seedstock suppliers throughout the US.

Price: Prices range from \$15/straw to \$100/straw. 75% of our genetic lineup is priced between \$15 and \$40 per straw.

Closing Statement: Red Wagon Genetics is a proven player in the genetics market. Our dedication to the success of our customers makes us a true partner in your business. If you don't succeed, we don't succeed. Our business is focused on the retention of customers through outstanding support, advice and service after the sale.