

## **Sheep Expo Sales Talk**

### **Thursday, October 21, 2021**

The Sales Talk Contest is an opportunity for youth to sell a breeding sheep (ewe or ram) or sheep genetics to a judge, who will be serving as the buyer. This contest is an interaction or discussion with the judge rather than a “speech”. Youth will meet individually with the judge/buyer.

Upon registration, youth will be given a contestant number that will be used to identify them to the judge.

Youth will compete in the typical divisions for Sheep Expo:

- Explorer – Grade 4
- Junior – Grades 5-6
- Junior High – Grades 7-8
- Senior Level 1 – Grades 9-10
- Senior Level 2 – Grades 11-12

Time Limits:

- Explorer and Junior: 3-5 minutes
- Junior High, Senior Level 1 and Senior Level 2: 5-7 minutes

Awards: Cash prizes for winners in each division.

The Sales Talk must include the selling of a breeding sheep or sheep genetics. This could be your entry into Sheep Expo, but this is not required.

If you are selling a sheep that you are exhibiting at Sheep Expo, you may bring that animal to the sales talk. If you do, you will need to bring another youth with you to hold the sheep. The animal holder can only hold the animal or walk the animal if desired, but cannot speak or take part in the sales talk in any other way. You may also bring pictures or a 1-minute video clip. The video must be on tablet or computer and cannot have any words or background music.

You will want to bring the registration paper for your sheep if you are selling a registered animal and be prepared to discuss the pedigree as well as performance and genetic data. If you are selling unregistered sheep, you may bring performance records for the animal.

Your sales talk should include a discussion of physical conformation of the animal, performance data, genetic evaluation data and show-ring success if applicable. It is also important to be prepared to answer questions from the judge about your animal/genetics.

You should be prepared to dress professionally for your sales talk. This likely includes nice dress shirt, clean and hole-free jeans and boots. As a competitor, you will want to present yourself as professionally as possible.

**Sheep Expo Sales Talk  
Score Card**

**Contestant Number** \_\_\_\_\_

**Division** \_\_\_\_\_

Category	Points Possible	Points Received	Comments
<b>First Impressions</b> Was on-time for sales talk Was engaged, friendly and provided greeting Was prepared and organized	15		
<b>Appearance</b> Was attire professional Maintained good posture Seemed confident and poised	20		
<b>Animal Knowledge</b> Knowledge of pedigree, performance data Were comments about phenotype accurate	35		
<b>Poise and Delivery</b> Strong voice Adequate eye contact Was youth professional and pleasant Was presentation easy to understand	15		
<b>Final Impressions</b> How convincing was sales talk Answered questions adequately	15		