

State Swine Show Sales Talk

Thursday, January 13, 2022

The Sales Talk Contest is an opportunity for youth to sell breeding swine (gilt or boar) or swine 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 the Swine Show:

- 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 breeding swine or swine genetics. This could be your entry into the swine show, but this is not required.

Due to facility and the fact that the regional show will be going on during this time, live animals should not be brought to the sales talk. Youth may 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 swine 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 swine, 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.

**Swine Show Sales Talk
Score Card**

Contestant Number _____

Division _____

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