

Beef Expo Sales Talk

The Sales Talk Contest is an opportunity for youth to sell breeding beef cattle or beef cattle 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.

Youth will compete in the typical divisions for Beef 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

Date: Thursday, July 10, 2025

Pre-Register: https://utk.co1.qualtrics.com/jfe/form/SV_b1rYdMP2OVWZHrE

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 provided by the Developing Champion Youth Endowment.

Summary: The Sales Talk must include the selling of breeding beef cattle (heifer, cow or bull) or beef cattle genetics (embryo, semen). This could be your entry in Beef Expo, but this is not required. Animal exhibition in Beef Expo is not required to participate in this contest.

Due to facilities and schedule, 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.

Youth will want to bring the registration paper for registered beef cattle that they are selling and be prepared to discuss the pedigree as well as performance and genetic data. For unregistered beef cattle, youth may bring performance records for the animal.

The 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.

Youth should be prepared to dress professionally for their sales talk. This likely includes a dress shirt, clean and hole-free jeans and boots. As a competitor, youth will want to present themselves as professionally as possible.

Contact Aaron Fisher (afisher3@utk.edu; 865-974-7260) with any questions.

**Beef Expo Sales Talk
Score Card**

Name _____

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		