



Georgia FFA Association

AGRICULTURAL SALES CDE

Product Information – 2017-2018

You work for a Pennington Seed Dealership and are a source for grass seed (Pro Turf & Lawn and Garden), cover crops, forage, and wildlife seed.

Today, Pennington is a part of the Central Garden & Pet Company (NASDAQ: CENT) family of brands, with over 1,000 employees and over 16,000 dealers worldwide. Grass seed has become Pennington's expertise over the last several decades, and they remain dedicated to providing the finest grass seed in the industry. Unlike their competition, Pennington has a close relationship with farmers, whom they can trust to produce high-quality grass seed. Pennington Seed products may be found at <https://www.pennington.com/>.

Students will research the products from the website that are associated with their particular sales scenario. Each scenario will inform the team member which types of products that they are trying to sell, who they are selling to and what type sale it is.

Sales Scenario #1

Salesperson at a local retail store gets a visit from a landscape company who has been tasked with landscaping 11 homes within a developing neighborhood. The landscape company is planning on seeding in all of the back yards of the homes which are about 1 acre each and located in South Georgia. The company is looking for a versatile type of lawn seed in which to plant on all of these properties.

Sales Scenario #2

Salesperson makes a cold call on a farmer that has inherited 200 acres in which he would like to grow forage. The farmer has 100 head of cattle on another tract of land in which he would like to increase but was having to purchase hay from an outside source. The farmer would like to seed 100 acres of his new land tract for quality forage in order to feed his cattle.

Sales Scenario #3

Salesperson is approached by an entrepreneur looking to start his own sod business in South Georgia. Customer would like to specialize in starting to grow various types of sports turf on his 150 acres of land. Customer is interested in quality sports turf at a reasonable price.

Sales Scenario #4

Salesperson makes a cold call to a Hunting Lodge. Customer is in charge of a newly constructed 1000-acre hunting lodge that hunts animals such as deer, duck, turkey, quail and dove. Customer would like to buy a variety of seed in order to seed fields for the different wildlife being hunted on each of the fields.