



Georgia FFA Association

AGRICULTURAL SALES CDE

Product Information – 2019-2020

You work for Blalock Machinery, a source for lawnmowers, aerators, spreaders/sprayers, and plug aerators. Product lines you are responsible for selling include eXmark, Billy Goat, Hurricane, Tru-Cut, and Accelerator Industries.

Blalock Machinery and Equipment is a wholesale distributor of the highest quality brands of outdoor power equipment, accessories, and parts throughout the Southeast. Their reputation has been built on offering their dealers aggressive sales and marketing programs and by providing superior technical service and parts support. Blalock Machinery and Equipment is a family owned business established in 1927 servicing the earth moving and asphalt industries. The company has diversified over the years. A third generation of the Blalock family is actively involved in the business today. Blalock product lines may be found at <https://www.blalockmachinery.com/products.aspx>.

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

Sales Scenario #1

Salesperson at a local retail store gets a visit from a commercial landscape company representative who has been tasked with lawncare maintenance for the new branch of their company. The company is currently responsible for regular upkeep (mowing, trimming, blowing, aerating, etc...) for 40 residential properties and 10 commercial properties. The landscape company recently updated part of their product line, but they need lawnmowers and aerators.

Sales Scenario #2

Salesperson makes a cold call to a local producer who has inherited 200 acres on which he/she plans to start a new livestock herd. The producer is needing to clear some brush and put up fence on their new property in order to house the livestock. They also need equipment that will help him/her install wooden fence posts quickly and efficiently.

Sales Scenario #3

Salesperson at a local retail store gets a visit from a homeowner with 5 acres who is planning to do their own lawn maintenance. The landowner is needing equipment that will help deal with heavy leaves in the fall and grass mowing in the summer. This is the first home for the homeowner, and he/she has never used any of the power equipment that you sell.

Sales Scenario #4

Salesperson makes a cold call to a local country club that is responsible for maintaining its 18-hole golf course. The golf course has the equipment needed to care for all their fairways but is needing new equipment to maintain their course greens.