

IJBCA Sales Contest

The objective of the contest is to gain a working understanding of performance and pedigree information. Emphasis will be placed on **communication skills** and **sales techniques**.

The Indiana Junior Beef Cattle Association Board of Directors will select a winner of each age division. The winner of each division will receive a personalized IJBCA leather business portfolio.

IJBCA Sales Contest Guidelines

1. Each individual can submit one entry. This contest is available to the following age divisions, as of December 31, 2019: Novice (3rd Grade to 10 years of age), Junior (11 to 13, Intermediate (14 to 16), and Senior (17-21).
2. Each entry will include one individual displaying their animal and a description of the pedigree while following the scenario attached to the rules.
3. Video presentations need to be a minimum of 3 minutes long, with a maximum of 5 minutes.
4. The objective of each team is to sell their heifer or steer to the panel of judges. The following three topics should be discussed:
 - A. Pedigree Information
 - B. Performance Information
 - C. Show Ring Style & AppealAdditional information may be included in the sales pitch.
5. **Heifers and steers are not to be groomed; but, should be clean.**
6. Participants should submit the animal's registration paper on the google form, or if the animal is not registered, information about the animal should be included.
7. Points will be awarded as follows: content, ability to communicate, and overall effect.
8. Judging will be conducted by the Indiana Junior Beef Cattle Association Board.
9. Videos (#3 above) and information contained in #6 above must be submitted online through the IJBCA website (ijbca.org). A link to contest rules and the google form can be found on the "educational activities" page on the website.

10. Entries must be submitted online through the IJBCA website by 11:59 p.m. EST on **July 10th, 2020.**

WE LOOK FORWARD TO SEEING YOUR ENTRIES!
(USE THE SALES CONTEST SCENARIO TO PREPARE YOUR VIDEO)

IJBCA SALES CONTEST SCENARIO

A 4-Her contacts you looking for his/ her next 4-H beef project. You explain that you have a heifer or steer available to purchase. These animals will travel to their county, state, and national shows, so soundness plays an important part in the selection process. Help this 4-Her find the perfect animal to fit into their livestock show string.