



Ohio Cattlemen's Association **STOCKMANSHIP** *Competition*

SALESMANSHIP

Held in conjunction with the Weekend Spectacular.
Marion County Fairgrounds | 220 E Fairground St, Marion, OH 43302

Contest open to all OCA BEST participants competing in the Stockmanship division.

Tentative Schedule

The Weekend Spectacular

Presentation order will be posted and contestants will check in at the show office.

Saturday, January 16, 2021 | 1:00 p.m.

Salesmanship Registration Deadline:
Monday, January 4, 2021 | www.ohiocattle.org

Salesmanship Rules

The main objective of Individual Sales is to give juniors a glimpse at a real-life situation of selling while promoting the importance of communication skills, marketing technique and an understanding of performance, pedigree and market information.

1. Contestants must be BEST participants competing in the Stockmanship Division
2. Individuals will compete in their corresponding age divisions (same as showmanship): Beginner, Junior, Novice, Intermediate, Senior
3. Individuals must register for the contest online at www.ohiocattle.org
4. Presentations will be from 3-6 minutes long. The objective of each individual will be to convince the judges that they should purchase their entry.
5. Individuals may present any item that is related to cattle, i.e.: an animal, semen, embryo packages, etc.
6. Participants will be discounted for using notes.
7. The order of presentations will be determined by OCA staff and will be posted prior to contest.
8. Visual aids may be used during the presentation. No live animals will be allowed to be used in the contest.
9. Points will be awarded as follows:
 - Knowledge - 25 points
 - Ability to communicate - 25 points
 - Organization - 25 points
 - Overall effect - 25 points (Salesmanship, Creativity / Originality, Believability)
10. Ten points will be subtracted from the total if judges detect the use of notes. Two points will be subtracted for each minute a presentation goes less than three minutes or more than six minutes.
11. Judging will be by a panel of judges based on 100 points maximum from each judge. Each judge will then rank the individuals based on points allocated.
12. Participants should register online at www.ohiocattle.org by January 2, 2021.

For More Information

Ohio Cattlemen's Association - 10600 US Highway 42 - Marysville, OH 43040
www.ohiocattle.org | 614.873.6736

