



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

SALESMANSHIP

Held in conjunction with the Clark County Cattle Battle.
Clark County Fairgrounds | 4122 Laybourne Rd. Springfield, OH 45505

Open to OCA BEST participants competing in the Stockmanship division.

Tentative Schedule

Clark County Cattle Battle

Saturday, January 25, 2025 | 9:00 a.m.

**Salesmanship Registration Deadline:
Monday, January 20, 2025 | NO LATE ENTRIES ACCEPTED**

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. The presentations will be 3-5 minutes long for Beginners and Juniors. Presentations will be 4-6 minutes long for Novice, Intermediate, and Seniors. 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 may come to give their sales presentation during the contest hours starting at 9:00 am and ending at 12:00pm.
7. Visual aids may be used during the presentation. No live animals will be allowed to be used in the contest.
8. Points will be awarded as follows:
 - First Impression
 - Needs & Wants
 - Features & Benefits
 - Close of Sale
 - Product/Service
 - Presentation
 - Visual
9. Ten points will be subtracted for every 30 seconds a presentation goes under or over time limit.
10. Judging will be by one or two judges based on 100 points maximum score.
11. Participants should register online at www.ohiocattle.org by January 20, 2025. NO LATE ENTRIES ACCEPTED

For More Information

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

