



## Canadian Angus Association

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## *Showdown Sales Talk Competition*

- A live setting, complete with a potential buyer as a judge. Contestants provide their own 'props' and stay in the area designated for the competition with the judge. This contest evaluates an actual sales talk given to a potential buyer by the contestant.
- Contestants should first describe the sales situation to the buyer (e.g. Potential 4-H/Junior project) and then discuss the strengths and weaknesses of the item in a conversational style which includes interaction with the buyer.
- Topics for use in the sales talk competition will be available at Showdown.

### SCORE:

30% *Knowledge*  
30% *Ability to relate information*  
20% *Poise and Delivery*  
20% *Overall Effectiveness*  
100%

**Vision** - *The Canadian Angus Association exists to preserve and expand the Angus breed to provide the best opportunities for profitability for future generations.*

**Mission** - *To maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.*