

## **TJAA SALES TALK CONTEST – JUDGE GUIDELINES**

### **OBJECTIVE:**

The objective of each contestant is to sell their heifer, bull or cow-calf pair to the judges who will act as prospective buyers. The following three topics should be discussed:

- (a) pedigree information,
- (b) performance information
- (c) visual characteristics.

Other information may be included in the sales pitch. Questions do not need to be limited to the three topics listed above.

### **TIME:**

- Speeches should be 3-5 minutes in length. Points will be deducted for speeches over or under time parameters.
- A one-minute warning will be given by the Time Keeper.
- Record speech time on the bottom of Score Sheet.
- At the conclusion of the presentation the contestant will be allowed 3 minutes to answer questions from the judges. Please do not interrupt the presentation to ask questions.

### **CONTEST GUIDELINES:**

- The contestant will be responsible for selecting a heifer, bull or cow-calf pair to use in the competition.
- Senior division contestants are required to follow the provided scenario.
- Bulls, heifers and cow-calf pairs are not to be groomed; but, should be clean.
- No show halters and no grooming supplies will be allowed in the competition area.
- Each contestant is allowed to enter the ring with only three copies of the registration paper and the animal being marketed. A printed, electronic version of the paper is acceptable and appropriate. Points will be deducted for not supplying three copies of the registration certificate. The certificate may or may not belong to the exact animal being presented. No additional outside information is allowed.
- The contestant may have a helper to hold the animal, but the helper may not participate in the sale or question period.

### **POINT DEDUCTIONS:**

- Speaker using notes – deduct points on Score Sheet, Section 1 (“Content of Sales Pitch”)
- Speeches under 3 minutes - deduct 2 points per minute under 3 minutes (all age divisions).
- Speeches over 5 minutes - deduct ½ point for every 10 seconds over the 5-minute time limit (all age divisions).
- Failure to follow contest guidelines – deduct 5 points (see “Contest Guidelines” above)

### **PLACINGS:**

Each judge shall total their score and rank the contestants in numerical order on the basis of their score. (Highest score first, lowest score last.) The rankings of the three judges will be added for each contestant, and the final placings determined by the lowest composite rankings. Actual scores will be used only to break ties.