

DOCUMENT RESUME

ED 151 526

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CE 014 980

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TITLE An Analysis of the Agricultural Supply Businesses and Services Occupation.
INSTITUTION Ohio State Univ., Columbus. Trade and Industrial Education Instructional Materials Lab.
SPONS AGENCY Office of Education (DHEW), Washington, D.C.
PUB DATE 76
NOTE 259p.; Not available in hard copy because of reproducibility problems

EDRS PRICE MF-\$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS *Agribusiness; Agricultural Education; Agricultural Skills; *Agricultural Supply Occupations; Agriculture; Business Skills; Communication Skills; Decision Making Skills; Distributive Education; *Employment Qualifications; Job Analysis; *Job Skills; Mathematical Concepts; Number Concepts; Occupational Information; Performance Criteria; Problem Solving; Scientific Concepts; Skill Analysis; *Task Analysis; Task Performance

ABSTRACT

This occupational analysis data was assembled to help teachers develop a course of study preparing students for employment in the agricultural supply businesses and/or services. Following a job description for employees in agribusinesses and/or services, the remainder of the content in standard task analysis format presents an analysis of twelve duties (tasks) of these employees. Each of the twelve duties is broken down into its components (one or more sub-tasks) and for each sub-task the following are given: task statement; tools, equipment, materials, objects acted upon; steps; safety-hazards; decisions; cues; errors; science skills/concepts; math-number systems skills/concepts; and communications (includes performance modes, examples, and skills/concepts). The duties covered are choosing and entering a career in agribusinesses and/or services, developing human relations, managing business money, performing office procedures, advertising and promoting, developing salesmanship, transporting agri-products, storing agri-products, and marketing agri-products. (EH)

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AN ANALYSIS-OF THE AGRICULTURAL, SUPPLY
BUSINESSES AND SERVICES OCCUPATION

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OCCUPATIONAL ANALYSIS PROJECT

-1976-

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Trade and Industrial Education
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PREFACE

Agricultural Supply Businesses and/or Services employees perform many duties in the successful fulfillment of their employment. These businesses are very diversified. Agricultural Supply Businesses and/or Services may be defined as business supplying inputs to produce agricultural products, phases of processing these products, marketing the products, or servicing the land, crops or livestock of an agricultural nature. Many have similar duties that a core of duties may nearly always apply to most employees. The employee may require performance involving: 1) human relations, 2) business money management, 3) office procedures, 4) advertising and promotion, 5) salesmanship, 6) transportation, 7) storage and 8) marketing. In this presentation it is also felt that an employee must also, if he is to succeed in his career, carefully select and choose a proper career. Hence the inclusion of "Career Selection."

It should be understood that the employee of these businesses will have many more duties to perform, but businesses being of a diverse nature, time and space cannot allow analysis of specific employees in this treatise. To completely make a task analysis of specific Agricultural Supply Businesses and/or Services employees; we would recommend that tasks be developed for the list already presented here. In very few instances, perhaps in none, can we assume that the tasks we have presented will be all that is required of the employee.

ACKNOWLEDGEMENT

Acknowledgement is extended to the following persons who provided valuable assistance in the development of this analysis.

Carol R. DiPietro -- Communications
Diana Buckeye -- Mathematics
Ted Gerber -- Sciences.

Dr. Larry Erpelding
Ag. Ed. Dept.
The Ohio State University

George Honk
Graduate Research Associate
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Springfield, Ohio

Dr. David McCracken
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Special mention and acknowledgement is extended to William Ashley, Faith Justice and Charles Smithson for their assistance and guidance during the development of this analysis.

JOB DESCRIPTION

Agricultural Supply Businesses and/or Services require many duties for the successful operation of these businesses and/or services. Many duties are similar in these businesses, yet, being of a diverse nature, they may vary. The employees in these businesses must be able to practice human relations, manage business money, perform office procedure, use and develop advertising and promotion; function in salesmanship, store and warehouse merchandise, and market products. The degree to which the employee is involved will determine his tasks. Accuracy, efficiency, and quality work will be requirements which the employee must meet. When dealing with customers the employee must be aware that much is lost when customer dissatisfaction develops. He must concern himself with the determination that he not be the cause of customer dissatisfaction.

DUTY A

Choosing and Entering a Career in Agri-Businesses and/or Services

- 1 Survey career field
- 2 Select career
- 3 Complete job application
- 4 Participate in a personal interview
- 5 Write a follow-up letter of appreciation
- 6 Complete a placement agreement

(TASK STATEMENT) SURVEY CAREER FIELD

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Telephone book County directory Dictionary Dictionary of occupations</p>	<p>List employment areas for career opportunities Determine job potentials List features to consider in employment Measure representative businesses versus features</p>	<p>None</p>
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>Definition of Agri-Businesses and/or Services Determine job potential availability Determine features of a business that are needed for career selection</p>	<p>Businesses' functions as related to agriculture Geography, resources, facilities Turnover, advancement, income potential, fringe benefits Prestige, skills required</p>	<p>Including wrong business in survey may lead to wrong career selection</p>

(TASK STATEMENT) SURVEY CAREER FIELD

SCIENCE		MATH - NUMBER SYSTEMS	
None		None	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Writing	Chart making	Memo format	
Reading	Telephone book, county directory, dictionary, dictionary of occupations	Terminology	
		Logic	
		Usage	
		Comprehension	
		Definition	
		Terminology	
		Instructions	
		Locating data	

(TASK STATEMENT) SELECT CAREER

TOOLS; EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Telephone book County directory Dictionary of occupations	Conduct self-analysis Determine employment features that are most favorable to the individual Compare and weigh favorable features with job potentials Evaluate comparison chart	None
<u>DECISIONS</u> Determine individual strengths and weaknesses Evaluate individual job strong points	<u>CUES</u> Know individual's limitations and likes and dislikes Stability, fringe benefits, upward mobility, skills required	<u>ERRORS</u> Unable to perform at desired level Select wrong job

(TASK STATEMENT) SELECT CAREER

<p>SCIENCE</p>	<p>MATH - NUMBER SYSTEMS</p>
<p>None</p>	<p>None</p>

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
<p>Writing</p>	<p>Making comparison chart</p>	<p>Spelling Memo format Terminology Clarity of expression Logic Usage</p>

(TASK STATEMENT) COMPLETE JOB APPLICATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Job application form Social security number Personal data on: birth place, past employment, schooling	Obtain application form Complete all applicable information asked for on the form	
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
Is correct application form being used Does this question need to be answered	Job applying for May not understand need of questions being asked	Supply unnecessary or irrelevant in- formation Delete information that may be perti- nent to employer

(TASK STATEMENT) COMPLETE JOB APPLICATION

SCIENCE		MATH - NUMBER SYSTEMS	
None		Counting	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Writing Reading	Fill in application form Follow directions	Spelling Clarity of expression Legibility Comprehension Terminology	

(TASK STATEMENT) PARTICIPATE IN A PERSONAL INTERVIEW

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Completed application form Letters of recommendation Birth certificate Transcript or diploma	Set up appointment in advance Be properly groomed and wear .. appropriate clothing Review company policy Arrive on time for interview Greet interviewer enthusiastically Answer questions honestly Thank interviewer	None
<u>DECISIONS</u> Time of interview mutually agreed upon Determine order of questions about possible job	<u>CUES</u> Set interview at convient time Ask direct questions Specify interest areas of applicant	<u>ERRORS</u> Arrive late Interviewer receives wrong answer Selected for wrong job

(TASK STATEMENT) PARTICIPATE IN A PERSONAL INTERVIEW

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Foster trust Integrity Self-confidence, self-control	None

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking Listening Reading Viewing	Going through the interview process }	Poise gestures, enunciation, terminology, clarity of expression, implying Concentration, logic, recognize opinion Proposals Memory

(TASK STATEMENT) WRITE A FOLLOW-UP LETTER OF APPRECIATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY -- HAZARD
<p>Stationary Pen or typewriter</p>	<p>Establish proper recipient Use correct form of letter writing Include proper information in body of letter</p>	<p>None</p>
<p><u>DECISIONS</u> Determine company position of person giving interview Proper information needed in the letter</p>	<p><u>CUES</u> Courtesy begets consideration Name and position dropping-inflate ego. Thanks for time, consideration and pertinent highlights of the interview Offer future services</p>	<p><u>ERRORS</u> May never get to person for whom intended May result in a 'ho hum' letter May give impression of unappreciativeness</p>

(TASK STATEMENT) WRITE A FOLLOW-UP LETTER OF APPRECIATION

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Human relations	None

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Writing	Composing a letter	Letter form Legibility Spelling Terminology/general vocabulary Clarity of expression Logic

(TASK STATEMENT) COMPLETE A PLACEMENT AGREEMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Agreement forms Social security number <hr/>	Obtain agreement form Complete applicable areas Obtain signatures of parties concerned	None
<u>DECISIONS</u> Are conditions outlined on the form "workable" or "attainable" Who is to sign <th data-bbox="711 943 1351 1466"><u>CUES</u> Be sure job demands are compatible with agreement conditions The company representative authorized to sign<th data-bbox="1365 943 1984 1466"><u>ERRORS</u> May not be able to perform job in hours allotted, equipment supplied May result in illegal placement agreement</th></th>	<u>CUES</u> Be sure job demands are compatible with agreement conditions The company representative authorized to sign <th data-bbox="1365 943 1984 1466"><u>ERRORS</u> May not be able to perform job in hours allotted, equipment supplied May result in illegal placement agreement</th>	<u>ERRORS</u> May not be able to perform job in hours allotted, equipment supplied May result in illegal placement agreement

(TASK STATEMENT) COMPLETE A PLACEMENT AGREEMENT

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Human relations	Counting

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Writing Reading	Fill in application form Follow directions	Spelling Clarity of expression Legibility Comprehension Terminology

DUTY B

Developing Human Relations in Agri-Businesses and/or Services

- 1 Maintain effective relations between fellow employees
- 2 Maintain effective relations between employee and supervisor
- 3 Maintain effective relations between employee and company
- 4 Maintain effective relations between employee and customer

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN FELLOW EMPLOYEES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
None	Recognize features that compose effective fellow employee human relations Recognize constituents of personality make-up Analyze individual personality Avoid personality conflicts with fellow employees	None
<u>DECISIONS</u> Determine best procedure to avoid conflicts Determine best procedure to improve personalities	<u>CUES</u> Recognition of human relations Personality make-up Individual personality Analyze individual personality	<u>ERRORS</u> Poor relationships Non-improvement in own personality

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN FELLOW EMPLOYEES.

SCIENCE		MATH - NUMBER SYSTEMS	
Behavioral Science Human relations		None	
COMMUNICATIONS			
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS	
Speaking Listening	Developing speech effectiveness (giving orders, sales presentations, discussing job situation, etc) Fellow employee conversing	Terminology, enunciation, clarity of expression, persuasion, logic, gesture, poise Recogniz: opinions, concentration	

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND SUPERVISOR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY — HAZARD
<p>Business organization chart Job description form</p>	<p>Interpret line organizational pattern Follow job description assigned Perform tasks assigned, by supervisor Keep lines of communications open between superiors Accept helpful suggestions from super- visors</p>	<p>None</p>
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>Follow expected organizational pattern Determine role to play Determine job advancement</p>	<p>Perform job role Work on assigned job Communicate often</p>	<p>Lose job Unhappy supervisor Stop upward mobility on job</p>

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND SUPERVISOR

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Foster cooperation and trust Communicate pride in establishment Exhibit self-respect, control and confidence	None

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking Listening	Develop effective speaking ability Be a good listener	Implying, logic, clarity of expression Recognize opinions, discriminate facts from non-facts
41		42

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND COMPANY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
None	Clarify company policy Recognize company goals Remain loyal to the company	None
<u>DECISIONS</u> Let company policy dictate my standards Let recognized moral standards effect actions	<u>CUES</u> Are company policies compatible with my policies and standards? Honesty and above-board tactics	<u>ERRORS</u> Ineffective, unworkable, dissatisfactory Dissatisfied customers, controversial position between employee/company, ineffective enthusiasm for position

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND COMPANY

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Human relations	None

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking Listening	Developing speech effectiveness Discussion policy Receiving instructions on company policy	Terminology, enunciation, clarity of expression, gestures, poise Discrimination of facts from non-facts, word definitions

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND CUSTOMER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
None	Proper customer recognition Treat customer with courtesy Interpret needs of customer Fulfill customer needs to comply with company goals Cement strong relations with customer for repeat sales	None
<p style="text-align: center;"><u>DECISIONS</u></p> Gain customer attention Fulfill needs of customer Develop desire in customer to return for repeat sales	<p style="text-align: center;"><u>CUES</u></p> Make proper appearance Customer indicates needs Answer customer questions to meet his needs	<p style="text-align: center;"><u>ERRORS</u></p> Lost sale Improper merchandise sold (dissatis- faction) No return sales

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND CUSTOMER

SCIENCE		MATH - NUMBER SYSTEMS	
Behavioral Science Consider consumer needs Pride in establishment Maintain integrity Self-confidence Maintain customer's privacy		None	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Speaking	Talking to customer about concerns	Vocabulary, clarity of expression, accuracy, diction, gestures, facial and body features, tact	
Reading	Look at customer needs (proposals)	Interpretations, locating data, speed and rate	
Listening	Customer concerns	Auditory discrimination, concentration, note taking, logic	
Viewing	Codes and emblems	Visual analysis, memory, recognition of codes and emblems	

DUTY C **Managing Business Money in Agri-Business and/or Services**

- 1 Determine inventory
- 2 Determine insurance needs
- 3 Prevent theft losses
- 4 Managing business money in agri-business
- 5 Borrow money

(TASK STATEMENT) DETERMINE INVENTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Inventory sheets Perpetual inventory card Adding machine Calculator Pencil	Conduct a physical inventory Correct perpetual inventory cards to correspond with results of physical inventory Multiply the quantity of each item by the cost price of each item to get the dollar value of each kind of item in inventory Add dollar values of each kind of item together to get total dollar value of inventory	Heavy items may have to be moved while conducting the physical inventory/personal injury
<u>DECISIONS</u> Select the method to conduct the physical inventory Select a method to post results of physical inventory to the perpetual inventory	<u>CUES</u> Method which will work best with the kind of inventory kept Will not confuse the operation of the perpetual inventory	<u>ERRORS</u> Wrong count taken Posting results of physical inventory may confuse operation of perpetual inventory Items may be added or multiplied wrong giving an untrue inventory

(TASK STATEMENT) DETERMINE INVENTORY

SCIENCE		MATH - NUMBER SYSTEMS	
None		Counting Coding - recognize and identify each unit involved by assigning necessary symbols, numerical or literal Addition algorithm Subtraction algorithm Multiplication algorithm	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Reading Writing	Numbers Numbers	Detail/inference Detail/inference	
54		55	

(TASK STATEMENT) DETERMINE INSURANCE NEEDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Policies Charts	Examine motor vehicle: fire, wind, and hail; theft; public liability; hospital; life insurance; health and accident; workman's compensation; credit life; and social security Organize essential needs of insurance Compare costs and value of policy Figure most needed Take out policy	None
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
Who will be covered Party paying for insurance How much insurance to get	Read policy carefully Know agent	Wrong coverage, not ample May not be able to pay premium Over or underinsured

(TASK STATEMENT) DETERMINE INSURANCE NEEDS

SCIENCE	MATH + NUMBER SYSTEMS
Basic Science	Use of Numbers (without calculation) Counting, Coding Fundamental Operations (calculation) Addition, subtraction, multiplication algorithms

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Listening	Disseminate information	Auditory discrimination, detection of propaganda devices, discriminate facts from non-facts, recognize opinions, concentration, logic, word definition, note taking, noise discrimination
Reading	Review forms	Comprehension, detail/inference, speed/rate, informational reports, recommendation reports, progress reports, physical reports, proposals, description of mechanism, definition, terminology, process reports - instructions
Writing	Listing findings	Penmanship, spelling, classification, memo format, description, reports,

(TASK STATEMENT) DETERMINE INSURANCE NEEDS

SCIENCE

MATH - NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES

EXAMPLES

SKILLS/CONCEPTS

Speaking

Talking with agents

business letters, terminology/general vocabulary, appropriate diction, clarity of expression, persuasion and sales technique, denotative/connotative words, logic, usage
Terminology, general vocabulary, appropriate diction, implying, enunciation, clarity of expression, persuasion and sales technique, denotative/connotative words, logic, gestures, dress, facial and body features, poise, usage

(TASK STATEMENT) PREVENT THEFT LOSSES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Surveillance of equipment List of security force available Files on employee background and recommendations</p>	<p>Identify modes of theft and people involved Recognize steps for prevention</p>	<p>Avoid outright physical confrontation with shoplifter Law officers are to perform this function</p>
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>Who is involved? What is involved? Mechanics of theft?</p> <p>Is a security force necessary?</p> <p>Have employees been properly screened for honesty?</p> <p>Will physical features aid in prevention?</p> <p>Should employee training in recognition aid in prevention?</p>	<p>Shoplifters, employees Money and merchandise Shoplifting, embezzlement, cash register discrepancies Many small items, excessive store traffic may warrant security force Employee may be bonded. Reference information stresses honesty in character Two way mirrors, convex mirrors, low shelving, surveillance of equipment Employee is the intermediary between products and money (cost)</p>	<p>Loss of inventory Money loss</p> <p>Incompetence may result in losses - Costly losses</p> <p>Lack of operation due to mechanical failure Improper employee attitude can sanction losses</p>

(TASK STATEMENT) PREVENT THEFT LOSSES

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Psychology Criminology	Basic Math Skills and Concepts Measurement (linear)

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Viewing Speaking Listening Sensitivity	Coverage of store area or property involved Customer or visitor clientele Criminals disguises Employee instructions Conversational leads Criminal disguises Criminal awareness	Visual analysis Memory Terminology, vocabulary, implying, persuasion, logic Logic Noise discrimination Kinetics, body language

(TASK STATEMENT) MANAGING BUSINESS MONEY IN AGRI-BUSINESS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Timesheet or card Adding machine Caculator Employer's guide for tax deductions	Compute minutes and hours worked Figure gross salary Deduct FICA tax Deduct federal tax Deduct state and/or local tax Deduct other forms of payroll deductions such as credit union, dues, uniforms, etc. Compute take-home (net) pay Write paycheck	None
<p style="text-align: center;"><u>DECISIONS</u></p> What is the hourly rate or weekly salary? Determine rate of pay to withhold	<p style="text-align: center;"><u>CUES</u></p> Follow pay chart set-up along with schedules available	<p style="text-align: center;"><u>ERRORS</u></p> Not correct amount on check

(TASK STATEMENT) MANAGING BUSINESS MONEY IN AGRI-BUSINESS

SCIENCE

None

MATH - NUMBER SYSTEMS

Basic Math

Addition, subtraction, multiplication, division, algorithms

COMMUNICATIONS

PERFORMANCE MODES

Writing

Reading

EXAMPLES

Record information

Review charts and schedules

SKILLS/CONCEPTS

Vocabulary, outlining, descriptions, organization, spelling, grammar
Skimming, word recognition, letter discrimination

(TASK STATEMENT) BORROW MONEY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Records Cash flow Balance sheet Loan application form Potential lender list</p>	<p>Determine amount needed List potential sources of supply Compare and rate lenders' advantages and disadvantages to my specific needs Select lender who best meets needs from comparison Submit loan application</p>	<p>None</p>
<p><u>DECISIONS</u></p> <p>Do I need borrowed money? Who are potential lenders? Do outstanding differences exist between-lenders? Which lender best meets my needs? Have I met criteria of lender's appli- cation form</p>	<p><u>CUES</u></p> <p>Insufficient capital to operate business efficiently Uniqueness of lending institution to my business and its needs Comparison of interest rates, service, payback requirements, collateral Lender meets more closely our criteria Filling the application form</p>	<p><u>ERRORS</u></p> <p>May pay for borrowed money when not needed May not qualify under lending laws or procedures Foreclosure, high interest rates, unaccepted application Misinterpretation of lender's qualifi- cations Loan rejected/wrong interpretation</p>

(TASK STATEMENT) BORROW MONEY

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Psychology	General Math Percentages, figure interest, figure repayment, cash flow and balance sheets, ratio

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking	Loan application	Terminology/general vocabulary, persuasion, clarity of expression, logic, usage
Writing	Loan application	Penmanship, spelling, memo format, description, reports, terminology/general vocabulary, clarity, logic, usage
Listening	Loan application	Discriminate facts from non-facts, note taking, word definition

DUTY D

Performing Office Procedures

- 1 File tax record information and compile information necessary for business taxes
- 2 Calculate the daily cash balance
- 3 Make bank deposits
- 4 Write checks
- 5 Conduct inventory
- 6 Audit bank statement and balance
- 7 Mark up price of products
- 8 Control inventory
- 9 Prepare customer account statements

(TASK STATEMENT) FILE TAX RECORD INFORMATION AND COMPILE INFORMATION NECESSARY FOR BUSINESS TAXES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Tax forms Business machines Files to keep receipts	Review personal property tax forms Review real estate tax forms Review sales tax forms Review income tax forms (federal, state and local) Record all necessary information Prepare forms for examiner Take forms and information to examiner Sign completed forms Mail forms to agencies along with any needed money	None
<u>DECISIONS</u> Who will compute forms? Where to and when to send forms?	<u>CUES</u> Route to most capable person Return forms on correct date	<u>ERRORS</u> Taxes figured wrong Late penalty

(TASK STATEMENT) FILE TAX RECORD INFORMATION AND COMPILE INFORMATION NECESSARY FOR BUSINESS TAXES

SCIENCE	MATH - NUMBER SYSTEMS
None	Basic Math Arithmetic Addition algorithms Subtraction algorithms

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Writing	Record essential information	Vocabulary, outlining, descriptions, organization, spelling, grammar
Speaking	Listen to results of findings	Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions
Reading	Review material	Skimming, word recognition, letter discrimination

(TASK STATEMENT) CALCULATE THE DAILY CASH BALANCE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Cash register or drawer Adding machine Invoices Cash Checks Pencil	Determine cash and checks on hand at the beginning of the day Add cash and checks taken in during the day Subtract any money taken out during the day	None
<p style="text-align: center;"><u>DECISIONS</u></p> Find beginning balance before any transactions in the day are made	<p style="text-align: center;"><u>CUES</u></p> Accomplish before opening for business	<p style="text-align: center;"><u>ERRORS</u></p> New cash balance may be confused with the current day transactions Invoice totals may not be consistent with cash and checks taken in or taken out

(TASK STATEMENT) CALCULATE THE DAILY CASH BALANCE

SCIENCE		MATH - NUMBER SYSTEMS	
None		Counting Addition algorithm Subtraction algorithm Multiplication algorithm	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Reading Writing	Numbers from invoices and adding machine Numbers when determining cash balance	Comprehension Reports	

(TASK STATEMENT) MAKE BANK DEPOSITS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Bank deposit slip Calculator Checks Cash Deposit envelope	Fill out bank deposit slip listing . checks and cash separately. Endorse all checks Total the deposit slip Enclose the checks, cash and deposit in a deposit envelope Deliver to the bank	None
<p style="text-align: center;"><u>DECISIONS</u></p> Select a time to make bank deposits Select what money is to be deposited Select the method which the deposit will go to the bank	<p style="text-align: center;"><u>CUES</u></p> When money is accumulated Part of money may go directly back into cash register Mail, night deposit, or in person	<p style="text-align: center;"><u>ERRORS</u></p> Money may be lost Deposit slip total may not equal the money contained with it

(TASK STATEMENT) MAKE BANK DEPOSITS

SCIENCE	MATH - NUMBER SYSTEMS	
None	Counting Addition algorithm Subtraction algorithm	
COMMUNICATIONS		
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading Writing 85	Bank deposit slip, check numbers Bank deposit slip, check numbers	Comprehension Penmanship

(TASK STATEMENT) WRITE CHECKS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Checkbook Pen	Date the check Fill out to whom the check is to be written Fill out the amount of the check Write down what the check is written for Sign the check Fill out the check stub	None
<p style="text-align: center;"><u>DECISIONS</u></p> Determine that checking account has enough money to cover the check being written Determine that check has been filled out properly	<p style="text-align: center;"><u>CUES</u></p> Check the account balance before writing the check Go over the check after it is written to see if it has been filled out properly	<p style="text-align: center;"><u>ERRORS</u></p> Inadequate balance in checking account to cover amount of check - cause check to bounce Check invalid if not signed properly

(TASK STATEMENT) WRITE CHECKS

SCIENCE	MATH - NUMBER SYSTEMS
None	Addition algorithms Subtraction algorithms

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Writing 89	Information on the check	Penmanship, spelling 90

(TASK STATEMENT) CONDUCT INVENTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Inventory sheets Pencils Calculator Adding machine	Determine what items are to be inventoried Determine who will conduct inventory Determine procedure for running inventory Conduct the inventory Compile and itemize results Post results Analyze results	Moving heavy or sharp objects/personal injury
<u>DECISIONS</u> Select items to be inventoried Select personnel to conduct inventory Select procedure for running inventory	<u>CUES</u> Department or storewide Past work performance Personality Attitude Type of business Personal preference Type of records	<u>ERRORS</u> Miscounting Miscalculating Incomplete

(TASK STATEMENT) CONDUCT INVENTORY

SCIENCE

None

MATH - NUMBER SYSTEMS

Addition, subtraction, multiplication

COMMUNICATIONS

PERFORMANCE MODES

Speaking
Reading
Writing
Viewing

EXAMPLES

Working in groups; relate item name or number to another person
Product package label and/or number
Product description and/or number and quantity
Recognize kind of product and how many

SKILLS/CONCEPTS

Clarity of expression
Penmanship
Description
Recognition of symbols

(TASK STATEMENT) AUDIT BANK STATEMENT AND BALANCE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Adding machine or calculator Checkbook Pencil Bank statement	Acquire record book or checkbook Align check by numerical order Check off returned checks and deposits by numerical order Subtract checks not returned (out- standing checks) Subtract bank service charge Compare bank balance with company balance Record any change in bankbook	None
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
Are figures complete? Determine how often to audit books	Observe any figures that did not agree	Figure balance incorrectly Balance not same in checkbook and bank statement

(TASK STATEMENT) AUDIT BANK STATEMENT AND BALANCE

SCIENCE	MATH - NUMBER SYSTEMS
None	Basic Math Skills Addition and subtraction

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading Writing	Review figures Record results	Skimming, word recognition, letter discrimination Vocabulary, outlining, descriptions, organization, spelling, grammar

(TASK STATEMENT) MARK UP PRICE OF PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Pencil Calculator Adding machine Invoices	Determine wholesale costs and freight charges Determine overhead costs and reasonable profit	None
<u>DECISIONS</u> Determine costs and freight charges Determine overhead costs Determine reasonable profit	<u>CUES</u> Invoices and freight bills Rates (electric, wages, rent, insurance, etc) Amount desired over cost Price in relation to competition	<u>ERRORS</u> Mark up too high - product will not sell Mark up too low - no profit

(TASK STATEMENT) MARK UP PRICE OF PRODUCTS

SCIENCE

MATH - NUMBER SYSTEMS

None

Coordinate system

COMMUNICATIONS

PERFORMANCE MODES

Reading
Writing

EXAMPLES

Invoices and freight bills
Numbers

SKILLS/CONCEPTS

Recognition of symbols and signs
Discrimination of symbols, accuracy

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(TASK STATEMENT) CONTROL INVENTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Perpetual inventory cards Purchase order pad Pencil. Sales invoices Packing slips Return permits	Determine present stock Anticipate future sales Review past sales records Order products Maintain perpetual inventory Deplete outdated stock	None
<u>DECISIONS</u> Determine when to take a physical inventory Determine if season is approaching for seasonal sales and sales promotion items Determine how prices effect quantity ordered Method of transportation	<u>CUES</u> Inventory is being depleted Discrepancies between perpetual and physical inventory Seasonal demand for product Review price structures Methods available	<u>ERRORS</u> Might miscount inventory Might overstock inventory Might understock inventory Might stock improper inventory Low turnover rate Customer dissatisfaction

(TASK STATEMENT) CONTROL INVENTORY

SCIENCE	MATH - NUMBER SYSTEMS
None	Addition, subtraction, multiplication

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Writing Reading	Fill out inventory form Write purchase order Perpetual inventory cards	Memo format, penmanship, terminology, clarity of expression Terminology/general vocabulary

(TASK STATEMENT) PREPARE CUSTOMER ACCOUNT STATEMENTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY -- HAZARD
<p>Customer account cards Customer account statements Envelopes Typewriter Pencil Calculator</p>	<p>Determine balance from customer account card Record amount (either debit or credit balance) onto customer account card Write customer's name and address on statement Date statement Write on statement when statement balance is due, discounts, interest charges, etc. Address envelopes and insert customer account statements.</p>	<p>None</p>
<p><u>DECISIONS</u> Select when to send customer account statements Determine discounts and interest charges for early and late payment</p>	<p><u>CUES</u> Monthly Something that will be an incentive to pay on time</p>	<p><u>ERRORS</u> Two people with the same name -- may send wrong balance due to a customer If accounts are not collected, business may be ruined</p>

(TASK STATEMENT) PREPARE CUSTOMER ACCOUNT STATEMENTS

SCIENCE	MATH - NUMBER SYSTEMS
None	Coordinate system, indexing Addition algorithm

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading Writing 109	Customer account cards On customer account statements	Informational reports Penmanship 110

DUTY E Advertising and Promoting in Agri-Businesses and/or Services

- 1 Prepare newspaper advertising
- 2 Prepare radio advertising
- 3 Prepare direct mail advertising
- 4 Prepare television advertising
- 5 Prepare magazine advertising
- 6 Prepare billboard advertising
- 7 Prepare a place of business display
- 8 Develop an advertising budget
- 9 Prepare an advertising calendar

(TASK STATEMENT) PREPARE NEWSPAPER ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Local survey results of advertising Budget	Review advertising budget Inventory needs of company Determine costs Select paper(s) in which to advertise business Determine product/service to advertise Determine when to advertise products (seasons of year) Analyze length and type of advertising (classified or full page) Evaluate effect of advertisement campaign	None
<u>DECISIONS</u> Figure total amount of budget to spend on newspaper advertisements	<u>CUES</u> Follow recommended format for advertis- ing in newspapers	<u>ERRORS</u> Overspend budget Do not reach proper clients

(TASK STATEMENT) PREPARE NEWSPAPER ADVERTISING

SCIENCE	MATH - NUMBER SYSTEMS
None	<p>Basic probability skills and concepts</p> <p>Basic statistical skills and concepts</p> <p>Linear measure</p> <p>Area measure</p> <p>Time/calendar</p> <p>Money/interest</p>

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking	Talk with advertisers	Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions
Reading	Read forms and results	Skimming, word recognition, letter discrimination
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening	Feedback from newspapers	Discrimination between important/unimportant information, hearing, concentration

(TASK STATEMENT) PREPARE RADIO ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Local survey of results Budget Radio salesperson Continuity writer</p> <p>Sales figures projected estimates, market analysis data</p>	<p>Study needs of company Review advertising budget Select product/service to advertise Choose: what season to advertise product/service Pinpoint target market demographics - psychographics Choose appropriate station(s) to reach market Consult with radio account executive Buy time in accordance with budget Develop campaign components Approve campaign components Evaluate results Alter strategies</p>	<p>None</p>
<p><u>DECISIONS</u></p> <p>Determine advertising needs for com- pany Modify budget Determine demographics of target market (psychographics) Decide appropriate station(s) Determine reach and frequency of buy Evaluate effectiveness</p>	<p><u>CUES</u></p> <p>Sales figures, market needs; new product development Determined needs Market area, season, product Demographic needs, audience Needs of campaign - budget Sales figures</p>	<p><u>ERRORS</u></p> <p>Ineffective advertising Over or underspending Ineffective advertising Ineffective advertising buy Ineffective advertising buy Ineffective advertising buy</p>

(TASK STATEMENT) PREPARE RADIO ADVERTISING

SCIENCE	MATH - NUMBER SYSTEMS
None	Measurement Money/interest Time/Calendar Basic statistics skills Basic probability skills

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking	Talk with promoters	Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions
Reading	Read results	Skimming, word recognition, letter discrimination
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening	Feedback from audiences	Discrimination between important/unimportant information, hearing, concentration

(TASK STATEMENT) PREPARE DIRECT MAIL ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Stencils Paper Mailing list Ink	Prepare timely advertisement Procure mailing list Edit script Print copy of script Perform clerical tasks such as folding, stuffing, addressing, and stamping	
<u>DECISIONS</u> Decide when to mail list Decide who is on mailing list Determine how many copies to run	<u>CUES</u> Make advertisement timely, accurate, and to the point	<u>ERRORS</u> Mail to wrong clients Mail at wrong time Overspend budget

(TASK STATEMENT) PREPARE DIRECT MAIL ADVERTISING

SCIENCE		MATH - NUMBER SYSTEMS	
None		Basic statistical skills and concepts Money/interest Time/calendar	
COMMUNICATIONS			
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS	
Writing Reading	Describe details for printing Analyze printing	Vocabulary, outlining, descriptions, organization, spelling, grammar Skimming, word recognition, letter discrimination	

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(TASK STATEMENT) PREPARE TELEVISION ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Local survey result Budget Television salesperson Continuity writer Sales figures, projected estimates market analysis data</p>	<p>Study needs of company Review advertising budget Select product/service to advertise Choose what season to advertise product or service Pinpoint target market Choose appropriate station(s) to reach market Consult with television account execu- tive Buy in accordance with budget Prepare props for show Develop campaign and spot contact Approve campaign components Evaluate results and alter strategies</p>	<p>None</p>
<p><u>DECISIONS</u> Determine advertising needs of com- pany Modify budget Decide appropriate station(s) Evaluate effectiveness</p>	<p><u>CUES</u> Sales figures, market needs, new product development Market area, season, product Budget and sales figures</p>	<p><u>ERRORS</u> Ineffective advertising Over or underspending of budget</p>

(TASK STATEMENT) PREPARE TELEVISION ADVERTISING

SCIENCE		MATH - NUMBER SYSTEMS	
None		Measurement Money/interest Time/calendar Basic statistics skills Basic probability skills	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Speaking	Talk with promoters	Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions	
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar	
Reading	Read results	Skimming, word recognition, letter discrimination	
Listening	Feedback from audiences	Discrimination between important/unimportant information, hearing, concentration	

(TASK STATEMENT) PREPARE MAGAZINE ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
None	Review advertising budget Inventory needs of company Select magazine(s) in which to advertise Determine product/services to advertise Determine when to advertise products or service (season of year) Analyze length and type of advertising (line vs full page) Evaluate effect of advertisement. campaign	None
<p style="text-align: center;"><u>DECISIONS</u></p> Determine costs Figure amount of budget to spend or magazine advertisement Determine frequency to advertise	<p style="text-align: center;"><u>CUES</u></p> Follow recommended format for magazine advertisement	<p style="text-align: center;"><u>ERRORS</u></p> Overspend budget Advertisement not appealing to group reading

(TASK STATEMENT) PREPARE MAGAZINE ADVERTISING

SCIENCE	MATH - NUMBER SYSTEMS
None	Linear measure Area measure Time/calendar Money/interest

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking	Talk with advertiser	Pronunciation of words; vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions
Reading	Read forms and results	Skimming, word recognition, letter discrimination
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening	Feedback from magazines	Discrimination between important/unimportant information, hearing, concentration

(TASK STATEMENT) PREPARE BILLBOARD ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Company budget	Review budget Contact advertising firms and acquire prices Compare costs with desired form of billboard advertising Schedule frequency of advertising Analyze results of campaign	None
<u>DECISIONS</u> Determine if firm wants posters, painted bulletins, multi-vision signs or electric spectaculars Examine costs	<u>CUES</u> Follow recommended format for billboard advertisement	<u>ERRORS</u> Exceed budget Billboard advertisement placed at wrong location

(TASK STATEMENT) PREPARE BILLBOARD ADVERTISING

SCIENCE		MATH - NUMBER SYSTEMS	
None		Linear measure Area measure Time/calendar Money/interest	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Speaking	Talk with advertisers	Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions	
Reading	Read forms and results	Skimming, word recognition, letter discrimination	
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar	

(TASK STATEMENT) PREPARE A PLACE OF BUSINESS DISPLAY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Products Display racks Price book Marking pencil</p>	<p>Pick a location which will readily gain attention Exhibit products in a design (stacking, piles, etc.) Products and display racks should be dusted and present a neat appearance Mark prices on everything which is displayed</p>	<p>Product stocking or piling/fall over Personal injury</p>
<p><u>DECISIONS</u> Select proper location for display Select products to be put on display Determine when to dust and clean products on shelves Determine what price to charge for each item</p>	<p><u>CUES</u> Area near door or cash register Fast moving items, lots of sales Daily, weekly, monthly Normal mark up</p>	<p><u>ERRORS</u> Products not in good location, will not sell Products not in neat display, not attractive, will not sell</p>

(TASK STATEMENT) PREPARE A PLACE OF BUSINESS DISPLAY

SCIENCE

None

MATH - NUMBER SYSTEMS

Counting
Ordering
Addition algorithm, subtraction algorithm

COMMUNICATIONS

PERFORMANCE MODES

Reading
Writing

EXAMPLES

Instructions on setting up display
Prices on products put on display

SKILLS/CONCEPTS

Comprehension
Penmanship, spelling

(TASK STATEMENT) DEVELOP AN ADVERTISING BUDGET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Sales figures, projected estimates and market analysis data Local survey results	Study company needs Select areas to promote Choose mode of advertising Consult with salespersons Plan frequency of advertising Formulate plan to figure percent of sales, volume to spend on advertising Record results and program findings	None
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
Determine how much to spend Mode to use How often to use various modes	Gross sales figures Available sources of advertising	Too little spent on campaign Wrong mode used Used various mode too often or not enough

(TASK STATEMENT) DEVELOP AN ADVERTISING BUDGET

SCIENCE	MATH - NUMBER SYSTEMS
None	Measurement Money/interest Time/calendar Basic statistics skills

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading Writing Speaking	Review figures Record results Talk with promoter	Skimming, word recognition, letter discrimination Vocabulary, outlining, descriptions, organization, spelling, grammar Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions

(TASK STATEMENT) PREPARE AN ADVERTISING CALENDAR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Past invoices from advertising Costs figures of different modes of advertising</p>	<p>Examine items to be advertised Classify items to advertise Group advertising needs of company by seasons Set (monthly, weekly, daily) advertising schedule Assemble material to use in advertising campaign Record events on calendar Finalize and duplicate calendar</p>	<p>None</p>
<p><u>DECISIONS</u> Decide when to advertise Select mode of advertising Evaluate cost</p>	<p><u>CUES</u> Create and plan best available calendar for company</p>	<p><u>ERRORS</u> Poor timing of calendar Select wrong form of media to use Overspend company budget</p>

(TASK STATEMENT) PREPARE AN ADVERTISING CALENDAR

SCIENCE	MATH - NUMBER SYSTEMS
None	<p>Basic Math Skills and Concepts Multiplication and division Addition and subtraction</p>

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Viewing	Analyze, read, view and project needs for advertising	Visual analysis, (see parts in relation to the whole), memory (short and long term retention), logic (ordering of thoughts and perceptions) Recognition of symbols, codes, and emblems
Reading		Skimming, word recognition, letter discrimination
Writing		Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening		Discrimination between important/unimportant information, hearing, concentration
Speaking		Pronunciation of words, vocab., language awareness of audience, description

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DUTY F

Developing Salesmanship in Agri-Businesses and/or Services

- 1 Make sales presentation
- 2 Follow-up past sales
- 3 Develop a sales campaign
- 4 Prepare a sales ticket
- 5 File sales ticket
- 6 Establish charge accounts
- 7 Use cash register

(TASK STATEMENT) MAKE SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Sales pad or order forms Calculator or adding machine to figure billing and/or costs Brochures pertaining to product knowledge Tangible product to be sold Companion products (tangible) Adjustment wrenches Operation manual Specifications manual</p>	<p>Properly identify with the customer Greetings Identification Seek out customer needs and wants Gain attention to the product Develop interest in product Build desire to own the product Always keep in mind customer needs and wants May need to sell a "substitute" product Answer objections Sell "companion products" or "upgrade the order" Close the sale</p>	<p>Machinery demonstration Customer and operator stay clear of moving parts Avoid fuel explosions If electrical, take precautions on electrical shock If chemical - take precautions on toxic and/or irritation exposure</p>
<p><u>DECISIONS</u> Should the customer be greeted on a Mr./Mrs. basis? Determination of customer needs and wants Have I built enough desire and interests? Determine that substitute will meet customer needs and desires Are legitimate objections raised?</p>	<p><u>CUES</u> Salesperson knows prospective customer Customer knows salesperson Customer indicates basic needs Questioning brings out complete needs Customer still asks questions Customer is hesitant or shows little interest Customer needs assurance of "substitute product" Customer asks questions Customer answers questions on needs Objections can be overcome with other product advantage</p>	<p><u>ERRORS</u> Be sure of customer identification, if not the customer may be offended May pursue "wrong product" sale or go beyond customer needs and desires May not develop enough interest in product to close the sale May not withstand the product Customer may insist on nonsubstitute, resulting in loss of sale Name brand absence may result in lost sales Lost sales</p>

(TASK STATEMENT) MAKE SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p><u>DECISIONS</u></p> <p>Can the customer benefit by companion products? Is the customer ready to have the sale "closed"? Is the salesperson ready for the sale "closing"? Shall I "upgrade" the order? Is sales ready to be closed?</p>	<p><u>CUES</u></p> <p>Questions on needs indicate secondary needs The customer would buy other product at competitors Customer indicates desire to order Customer asks no more questions All evidence indicates the customer needs have been met and companion products are to be included Indicates other needs after indicating buying a product Customer is familiar with product performance</p>	<p><u>ERRORS</u></p> <p>Additional \$ sales may be lost Poor performance of product sold if companion product is not bought. Lost sales May go to competitor - lose customer May determine good performance of the product May not sell. May need to repeat sales presentation.</p>

(TASK STATEMENT) MAKE SALES PRESENTATION

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Sciences Human relations Psychology	Basic Math Skills and Concepts Calculators Basic Measurement PSI (pressures) Tensions (foot pounds) Percentage (mixture)

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking	Explaining product	Clarity of expression
Reading	Pertinent information concerning product	Persuasion and sales techniques
Listening	Answering questions Customer statements	Terminology - general vocabulary
Viewing	Floor samples	Facial and body features, poise
		Instructions, speed/rate, detail/inference, terminology
		Spelling, memo format, terminology, clarity of expression, usage
		Discriminate facts from non-facts, recognize opinions, concentration, logic, and word definition
		Recognition of symbols, codes, and emblems

(TASK STATEMENT) FOLLOW-UP PAST SALES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Product sold Operation manual Specifications manual Adjustment wrenches Brochure	Familiarize self with the product sales history Check on operation; care, or practices used on the product so that customer may receive maximum benefits Recommend changes in use of product that may eliminate present difficulties Solicit assurances of satisfaction	Machinery operation Customer and operator stay clear of moving parts Avoid fuel explosions If electrical take precautions on electric shock If chemical take precautions on toxic and/or irritation exposure
<p style="text-align: center;"><u>DECISIONS</u></p> Has product met standards expected? Are belts or drive chains too tight? Is there improper fuel mixture? Are the feeders too high, water pressure too low, etc.? Can I use this customer for future testimonials?	<p style="text-align: center;"><u>CUES</u></p> Customer expresses pleasure or displeasure with product Customer complains concerning operational difficulties Points and features that please	<p style="text-align: center;"><u>ERRORS</u></p> Overemphasized some points that cause customer to expect too much Dissatisfaction may result in poor customer relations. Hard for re-sale or expansion of sales in the community. May lose best sales material if questions are not asked

(TASK STATEMENT) FOLLOW-UP PAST SALES

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Human relations	Basic Math Skills and Concepts Arithmetic Basic Measurement Pressures (PSI) Tensions (foot pounds) Percentage (mixture)

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking	Answering questions Explaining product Explaining procedures	Clarity of expression Persuasion Terminology Facial and body features Poise

(TASK STATEMENT) DEVELOP A SALES CAMPAIGN

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Perpetual inventory of consumable materials Calculator Samples of past advertising</p>	<p>Determine item to be promoted Decide date of promotion Select advertising media Choose content of advertising</p>	<p>None</p>
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>Determine whether new product will fit in with sales campaign Do I have proof of need (especially research)? Can I reduce excessive heavy inventory? Will I still have sufficient margins for M/U? Can this product effectively supplement companion sales? Does time effect the campaign sales date? When do I wish to reduce inventory?</p>	<p>Customer inquires concerning new product Research has indicated product usefulness for sales area Cash flow and balance sheet indicates heavy inventory Supplier will participate in the campaign by literature, price, etc. Companion sales are evident Experience tells of seasonal or timely demands Heavy inventory is burdensome</p>	<p>Overstocked or unnecessary expense on promotion Overstocked or unnecessary expense on promotion Cost/selling price may be burdensome after inventory is depleted M/U is not sufficient Customer buys promoted item only Wrong time results in each of sales Cost of replacing inventory</p>

(TASK STATEMENT) DEVELOP A SALES CAMPAIGN

TOOLS, EQUIPMENT, MATERIALS, OBJECTS. ACTED UPON	STEPS	SAFETY – HAZARD
<p style="text-align: center;"><u>DECISIONS</u></p> <p>Will dates match my research, plans, and etc. Can supplier supply in different quantity at time desired What advertising media is available Choose most effective media Which media gives greatest money returns and stays within budget Can I use as an envelope stuffer Should I use outside (professionals)</p>	<p style="text-align: center;"><u>CUES</u></p> <p>Supplier indicates possible dates Supplier indicates readiness for campaign Prospective customer awareness needed Audience selection Records, budget, actual cost of each media Already making monthly mailings to a select customer listing Supplier suggests professional advertising scheme Media provides expertise</p>	<p style="text-align: center;"><u>ERRORS</u></p> <p>May conflict with other dates May have insufficient quantity Non-availability Wrong audience/media match up May exceed budget. May get loans and returns May not get attention desired. May miss potential new customers. Audience values may be in conflict with advertising.</p>

(TASK STATEMENT) DEVELOP A SALES CAMPAIGN

SCIENCE	MATH — NUMBER SYSTEMS
Behavioral Science Psychology	Basic Math Skills and Concepts Use calculators and/or adding machines Percentage Ordering

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking	Radio advertising	Terminology/general vocabulary, enunciation, clarity of expression, persuasion and sales technique
Writing	Ads	Spelling, description, terminology, general vocabulary, clarity of expression
Reading	Inventory, literature, proposals	Comprehension, terminology, instruction, locating data
Listening	Customer reactions, advertising agency, product salesman	Discriminate between facts and non-facts, recognize opinions, logic

(TASK STATEMENT) PREPARE A SALES TICKET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Sales ticket Pencil Calculator Price list Tax chart Exemption form	Identify and record Current date Customer name, address, phone Mode of payment Merchandise (description and quantity) Price per unit Extension (line total) Discounts Exemption status Tax Total Customer signs Salesperson signs or identifies	None
<p style="text-align: center;"><u>DECISIONS</u></p> Customer credit status Determine if discounts apply Determine if customer has exemption status Determine if taxable	<p style="text-align: center;"><u>CUES</u></p> Check delinquent customer list, customer identification, credit department Discount policy Exemption number is on file Use sales tax rules if in doubt	<p style="text-align: center;"><u>ERRORS</u></p> Default on payment Over or undercharge Subject to legal penalties (pay penalty) Subject to legal penalties (pay penalty)

(TASK STATEMENT) PREPARE A SALES TICKET

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Accuracy Customer courtesy - relations	Addition, subtraction, multiplication, division, percentage Interpret charts and tables

COMMUNICATIONS		
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading	Charts, tables and forms	Discrimination between materials, word recognition
Speaking	Questioning (credit information; customer information)	Vocabulary, grammar, diction
Writing	Customer information; goods (quantities) and prices	Legibility, accuracy, completeness
Listening	Customer information; goods information	Concentration

(TASK STATEMENT) FILE SALES TICKET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Sample sales tickets Filing devices	Determine files that receive copies of the sales ticket Decide procedure the office is using in filing Select proper place for each copy - according to office requirement File according to selection of areas	None
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
How many areas does this order need to be recognized in? Are all applicable areas satisfied? Which copies go in which file? Requirements for final filing?	Delivery, order from factory, credit approval, posting, etc. Sales slip is filed alphabetically, recorded by product, and if delivered a copy placed in delivery files Marking or coding on sales slip indicate filing areas Follow office procedures directions	Order may not get delivered, ordered, or credit approved May result in improper billing, inven- tory loss, or not delivered Misinterpret marking or coding Mis-filed

(TASK STATEMENT) FILE SALES TICKET

SCIENCE		MATH - NUMBER SYSTEMS	
None		Basic Math Skills and Concepts Sequencing of numbers Indexing	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Reading Viewing	Interpret sales slip Identify filing areas Sales slip interpretation Identify filing areas	Comprehension, informational reports, instructions, locating data Visual analysis, memory, logic, recognition of symbols, codes, emblems	

(TASK STATEMENT) ESTABLISH CHARGE ACCOUNTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Credit application form Phone book Records Balance sheet</p>	<p>Determine amount of credit that can be extended (the business) Develop criteria to determine customer worthiness of credit Obtain customer information as it relates to criteria established Measure customer data vs criteria</p>	<p>None</p>
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>How much cash flow is needed? What are criteria for judgements? Is the customer worthy of an application form Does customer measure up to criteria</p>	<p>Records Balance sheet Seek professional aid from banks, credit agencies, etc. Provide customer application form Customer application form vs criteria</p>	<p>Overextended Overextended resulting in bad charge accounts Current only - may not reflect future worthiness Mistakes in recording, misinterpretation</p>

(TASK STATEMENT) ~~ESTABLISH~~ CHARGE ACCOUNTS

SCIENCE

MATH - NUMBER SYSTEMS

None

Basic Math Skills and Concepts

COMMUNICATIONS

PERFORMANCE MODES

EXAMPLES

SKILLS/CONCEPTS

Speaking

Directions for filling out forms

Terminology/general vocabulary, clarity of expression, logic, usage

Reading

Credit application form

Comprehension, informational reports, recommendational reports, locating data

Viewing

Credit application
Personal character

Logic, visual analysis

(TASK STATEMENT) USE CASH REGISTER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Cash register Tapes Play money or practice currency</p>	<p>List functions of the cash register List procedure for operation Familiarize self with physical properties of the machine Supply information for proper physical function Render correct change if called for Properly record charge sales Render sales slip</p>	<p>If electrical - prevent shock If moving parts - avoid moving parts Avoid sharp metal parts</p>
<p style="text-align: center;"><u>DECISIONS</u></p> <p>What advantages does the register offer?</p> <p>Procedure to follow</p> <p>How do I differentiate between physical omissions?</p> <p>What are some possible physical omissions?</p> <p>What information does the machine require?</p>	<p style="text-align: center;"><u>CUES</u></p> <p>Subtotals, totals, indicates money tendered, change needed, taxable items for tax charge, inventory control, record of sale to customer and business, orderly storage of money, corrects records</p> <p>All sequential operations are needed for information called for above</p> <p>Physical properties result in functions</p> <p>Taxes are needed for recording</p> <p>May need number, price taxable, voids, subtotal, etc.</p>	<p style="text-align: center;"><u>ERRORS</u></p> <p>Wrong buttons pushed, not have tapes for proper recording, human error in change making, confused money storage</p> <p>Omitted steps may give wrong information</p> <p>Misuse may result in wrong functions</p> <p>Missing or improper usage may not give functional results desired</p> <p>Wrong taxable, wrong pricing, wrong totals</p>

(TASK STATEMENT) USE CASH REGISTER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
<p style="text-align: center;"><u>DECISIONS</u></p> <p>How much does the customer get and what courtesies are shown Decide charge receipt procedure Does customer need sales slip</p>	<p style="text-align: center;"><u>CUES</u></p> <p>Identify change rendered to customer - account to him Physical property of machine has place for charge rendering Customer needs sales slip for return, records, etc.</p>	<p style="text-align: center;"><u>ERRORS</u></p> <p>Cash register error May give wrong total for cash in drawer May have difficulties on return</p>

(TASK STATEMENT) USE CASH REGISTER

SCIENCE	MATH - NUMBER SYSTEMS
None	Basic Math Skills and Concepts Counting Money change - \$

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading Writing Viewing Touching	Prices - keyboard Charge account information Prices, keyboard Keyboard operation	Locating data, comprehension, instructions Description, penmanship, spelling, new format Visual analysis, memory, logic Size, shape, pressure, location, safety

DUTY G

Transporting Agri-Products in Agri-Businesses and/or Services

- 1 Assemble products
- 2 Ship products using railroad
- 3 Ship products using truck service
- 4 Ship products using parcel post service
- 5 Ship products using parcel service
- 6 Ship products using air freight service

(TASK STATEMENT) ASSEMBLE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Product to be assembled Tools for assembly Assembly instruction manual</p>	<p>Check all parts and components to be sure all necessary parts for assembly are present Locate assembly instructions and follow the directions contained in them Assemble different component parts to complete the product Do necessary predelivery maintenance</p>	<p>Heavy parts being assembled/personal injury</p>
<p><u>DECISIONS</u> Determine if all components for assembly are present Interpret assembly instructions to determine steps of assembly Decide how component parts fit together to make the complete product Determine what predelivery measures are to be taken</p>	<p><u>CUES</u> Read packing slip Read assembly instructions Look at picture of complete unit Read predelivery instructions</p>	<p><u>ERRORS</u> Product might not function properly Product might break or cause malfunction</p>

(TASK STATEMENT) ASSEMBLE PRODUCTS

SCIENCE		MATH - NUMBER SYSTEMS	
Basic Mechanics of Assembly		Counting, ordering, liquid measurement	
COMMUNICATIONS:			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Reading	Assembly instructions	Skimming, word recognition, letter discrimination Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions Visual analysis, memory, logic, recognition of symbols, codes, and emblems	
Speaking	With fellow workers		
Viewing	Pictures of product assembled		

(TASK STATEMENT) SHIP PRODUCTS USING RAILROAD

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Telephone Shipping papers Pencil	Call railroad dispatcher Order RR cars to the location where products are to be shipped from. Load railroad cars Fill out paperwork for railroad transportation Call dispatcher, have cars shipped to desired destination.	Product will shift in RR car, may cause damage
<u>DECISIONS</u> Decide when to call for railroad cars Determine how to load railroad car quickly to avoid demurrage Decide when to have car picked up	<u>CUES</u> Product is ready to ship. Facilities for loading products are in good condition	<u>ERRORS</u> Order car at wrong time, may not be available Keep car too long, will have to pay demurrage fee

(TASK STATEMENT) SHIP PRODUCTS USING RAILROAD

SCIENCE

None

MATH - NUMBER SYSTEMS

Counting, coordinate system, ordering, measurement

COMMUNICATIONS

PERFORMANCE MODES

Speaking
Writing

EXAMPLES

Contact by telephone
Fill out transportation paperwork

SKILLS/CONCEPTS

Terminology
Terminology, general vocabulary

(TASK STATEMENT) SHIP PRODUCTS USING TRUCK SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
None	Call truck dispatcher Order truck to pick up products Fill out bill of lading Prepare product for shipment Load product on truck	None
<u>DECISIONS</u> Determine when to call for truck Determine which truck line will deliver to the destination desired Determine how to package the product so it will not be damaged on the truck	<u>CUES</u> Product is ready for shipment Truck goes to the area desired Bound up, sharp edges covered	<u>ERRORS</u> Call the wrong truck line, do not deliver to desired area

(TASK STATEMENT) SHIP PRODUCTS USING TRUCK SERVICE

SCIENCE

None

MATH - NUMBER SYSTEMS

Counting, coordinate system, ordering
Measurement

COMMUNICATIONS

PERFORMANCE MODES

Speaking
Writing

EXAMPLES

Contact by telephone
Fill out transportation paperwork

SKILLS/CONCEPTS

Terminology
Terminology, general vocabulary

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL POST SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Telephone Shipping papers Pencil Money Address label	Wrap or package the item Affix address label to the package Take item to post office Inquire about different classifications under which an item may be shipped and the corresponding rates; decide which is best for the item being sent Pay for postage to send the item	None
<p style="text-align: center;"><u>DECISIONS</u></p> Select proper way to wrap each individual package Select most efficient way to send the package Select proper way to fill out address label	<p style="text-align: center;"><u>CUES</u></p> No sharp edges protruding, fragile items marked as such, all pieces protected by packing If the item is valuable it needs to be insured If item needs to get to its destination quickly it needs to be sent by Air Parcel Post	<p style="text-align: center;"><u>ERRORS</u></p> Item may get lost in the mail Item may be damaged in the mail

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL POST SERVICE

SCIENCE.	MATH - NUMBER SYSTEMS
None	Counting, ordering, coding, recognize and identify each unit involved by assigning necessary symbols, numerical or literal.

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES.</u>	<u>SKILLS/CONCEPTS</u>
Speaking Reading Writing 198	Talk to post office attendant Rules applying to packaging and labeling of the item Address label	General vocabulary Instructions Clarity. 199

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Telephone Shipping papers Pencil Money Address label	Wrap or package the product Affix address label to the package Call parcel service to have them pick up the package or deliver it to the parcel service for shipment Inquiry about different methods of shipment Pay fee to have package shipped	None
<p style="text-align: center;"><u>DECISIONS</u></p> Select proper way to wrap each individual package Select proper way to fill out address label Select most efficient way to send the package	<p style="text-align: center;"><u>CUES</u></p> No edge protruding, all pieces protected by packing, fragile items marked as such Who is sending the package and who is to receive it? If quickness desired, request air service; if item is valuable, have it insured	<p style="text-align: center;"><u>ERRORS</u></p> Item may get lost in shipment Item may be damaged in shipment

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL SERVICE

SCIENCE

None

MATH - NUMBER SYSTEMS

Counting, ordering, coding, recognize and identify each unit involved by assigning necessary symbols, numerical or literal

COMMUNICATIONS

PERFORMANCE MODES

Speaking

Reading

Writing

EXAMPLES

Talk to parcel agent on phone or personal contact

Rules applying to packaging, labeling and shipping the package

Address label

SKILLS/CONCEPTS

General vocabulary

Instructions

Clarity

(TASK STATEMENT) SHIP PRODUCTS USING AIR FREIGHT SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY — HAZARD
Telephone Shipping papers Pencil Money Address label	Package the product Affix address label to the product Call air freight service to have the package picked up or deliver the package for shipment Fill out necessary paperwork Pay for the air freight service	Item may be heavy/personal injury
<p style="text-align: center;"><u>DECISIONS</u></p> Select the proper way to package the product Select the proper way to fill out address label Select an air freight service that will deliver the product to the required destination	<p style="text-align: center;"><u>CUES</u></p> Product protected by packing, no sharp edges protruding, fragile items marked as such Sender and receiver listed Direct service from shipping city to receiving city	<p style="text-align: center;"><u>ERRORS</u></p> Item may get lost Item may be damaged

(TASK STATEMENT) SHIP PRODUCTS USING AIR FREIGHT SERVICE

SCIENCE	MATH - NUMBER SYSTEMS
None	Counting, ordering, coding, recognize and identify each unit involved by assigning necessary symbols, numerical or literal

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Speaking Reading Writing	Telephone or personal contact with air service agent Rules applying to packaging, labeling, and shipping the item Address label, paperwork	General vocabulary Instructions Clarity

DUTY H

Storing Agri-Products in Agri-Businesses and/or Services

- 1 Select storage - commercial vs farm
- 2 Store products in proper environment
- 3 Store products in proper form

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(TASK STATEMENT) SELECT STORAGE - COMMERCIAL VS FARM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Calculator Records Projected farm plans	Identify advantages of farm storage Identify existing storage facilities on the farm concerned Identify advantages of commercial storage Identify existing commercial storage Determine additions needed to be added to existing farm storage facilities to meet adequate storage standards Weigh both options and determine desired mode of storage	None
<p style="text-align: center;"><u>DECISIONS</u></p> How important is time saved and amount of return on capital invested? Constituents of farm storage? Can commercial storage alleviate time, risk, or capital return investment? Constituents of commercial storage? What are adequate storage standards?	<p style="text-align: center;"><u>CUES</u></p> Time saving at harvest Pay self for services provided by commercial Grain bins, drying equipment, handling equipment - (capacities, condition, and age) Big lines at harvest time, risk transfer and money invested in storage facilities Bins, silos, drying equipment, handling equipment (capacities, condition, and age) Existing facilities improvement and	<p style="text-align: center;"><u>ERRORS</u></p> Miscalculations on time and returns Incorrect measurements, improper records give wrong assessment. Miscalculations Incorrect measurements, improper records, give wrong assessment Overexpansion - too high investment

(TASK STATEMENT) SELECT STORAGE - COMMERCIAL VS FARM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p><u>DECISIONS</u></p> <p>Which option best meets the situation at hand?</p>	<p><u>CUES</u></p> <p>additional facilities to meet standard requirements Weigh options against present and projected need</p>	<p><u>ERRORS</u></p> <p>Wrong projection</p>

(TASK STATEMENT) SELECT STORAGE - COMMERCIAL VS FARM

SCIENCE		MATH - NUMBER SYSTEMS	
None		Basic Math Skills and Concepts Use of calculation Geometry Algebra	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Speaking	Answer questions	Clarity of expression, usage, vocabulary terminology	
Listening	Response to questions	Terminology, discriminate facts from non-facts, recognize opinions, note talking	
Viewing	Drawings	Visual analysis, logic	

(TASK STATEMENT) STORE PRODUCTS IN PROPER ENVIRONMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY — HAZARD
<p>Testing equipment for determining moisture, physical condition, etc Record forms Calculator Product information</p>	<p>Determine products to be stored Determine "storability" of products Determine factors that effect "storability" Select environment compatible to "storability" of product Record storage information concerning product</p>	<p>None</p>
<p><u>DECISIONS</u> What products handled require storage? What are specific factors of specific products that related to storage? What environmental and physical properties exist to affect storage? Environmental conditions resulting in safe product storage? Information needed by customer?</p>	<p><u>CUES</u> Some products are perishable, toxic, dated, prone to theft. Different products react differently Products have different and unique make-up Environmental conditions affect product storage Storage charges, inventory, reference</p>	<p><u>ERRORS</u> Improper storage Improper understanding of factors Poor understanding of the product Improper storage Record mistakes</p>

(TASK STATEMENT) STORE PRODUCTS IN PROPER ENVIRONMENT

SCIENCE

Biology
Bacteriology
Chemistry
Entomology
Physical Science

MATH - NUMBER SYSTEMS

Basic Math Skills and Concepts
Algebra
Geometry
Use of calculator
Linear measuring
Percentage
Proportion
Ratio

COMMUNICATIONS

PERFORMANCE MODES

Reading
Writing
Viewing
Touching
Sensing

EXAMPLES

Literature
Records
Inspect product or storage
Inspect product or storage
Inspection of product or storage

SKILLS/CONCEPTS

Interpretation, informational reports, comprehension, locating data, instructions
Legible, penmanship, spelling, memo format, description, clarity, logic
Visual analysis, logic
Temperature, texture
Smell (odor); taste (change)

(TASK STATEMENT) STORE PRODUCTS IN PROPER FORM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Product information Testing equipment Record forms Calculators Storage facilities information</p>	<p>Determine products to be stored Identify physical and chemical characteristics of each product Determine how each characteristic may affect product storage Select proper form in which to store each product Record storage information concerning product</p>	<p>None</p>
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>What products handled require storage? What are the specific factors, involving these products, relating to physical or chemical characteristics? What are the specific chemical and physical reactions existing to affect product storage? What are the proper forms in which to store products? Information needed by business and customer?</p>	<p>Some products are not stable, may lose quality or quantity Different products react differently Products each have a different and unique make-up Storage form affects product storage Place, shape, container type, time and method of storage</p>	<p>Improper handling Improper recognition of reactions Improper recognition of reactions Improper storage Record mistakes</p>

(TASK STATEMENT) STORE PRODUCTS IN PROPER FORM

SCIENCE

Biology
Chemistry
Physics

MATH - NUMBER SYSTEMS

Basic Math Skills and Concept
Algebra
Geometry
Use of calculator
Percentage

COMMUNICATIONS

PERFORMANCE MODES

Reading

Writing

Viewing

Sensing

EXAMPLES

To read literature

Records

Product inspection

Product inspection

SKILLS/CONCEPTS

Interpretation, informational reports,
comprehension, locating data, instruc-
tions, logic
Penmanship, memo format, spelling, clar-
ity, logic, description
Visual analysis
Smell, taste

DUTY I

Marketing Agri-Products in Agri-Businesses and/or Services

- 1 Grade products
- 2 Standardize products
- 3 Finance products to be marketed
- 4 Disseminate market information
- 5 Select market
- 6 Identify marketing problems
- 7 Speculate on futures
- 8 Price products
- 9 Determine market units

(TASK STATEMENT) GRADE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Grade charts Grade literature Grading equipment Recording equipment Identification equipment	Identify product to be graded Familiarize self with grade standard of that product Assemble product to be graded Measure product vs grade standard Identify product by grade Record identification	Animals - kicking, crushing, goring Crops - climbing, suffocation Animal products - burning, cuts, infection, moving parts of machinery
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
What grading criteria must I conform to? Do I need entire product, entire shipment, or representative sampling? Is my grading meeting criteria standards? Does identification meet grade criteria? What is the method of recording	Each product has own criteria for grading with respect to geographic location if applicable Some products lend self to sampling, other do not Continually check against standards, i.e., color, flavor, watery whites, etc All products of a grade have similar quality within limitations Products have specific identification	Improper identification Improper grade due to mis-information of criteria Improper sampling graded Human factor may cause discrepancies Improper grading Improper identification

(TASK STATEMENT) GRADE PRODUCTS

SCIENCE	MATH - NUMBER SYSTEMS
Bacteriology Entomology Biology Chemistry Physics Behavioral Science Human relations	Basic Math Skills and Concepts Weighing Measuring Percentage Ratio

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading Writing Viewing Touching Sensing	Grade literature and standards Reports Product discrimination Product discrimination Product discrimination	Terminology, locating data, instructions, informational reports Penmanship, spelling, description, terminology, clarity Visual analysis, recognize symbols and codes Size, shape, texture, movement Smell, odor, taste

(TASK STATEMENT) STANDARDIZE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Formula for standardization Calculator Scales Testing equipment	Identify product to be obtained Determine desired properties of the product Select acceptable formula for standardization Identify and record product	Machinery - avoid moving parts Chemicals - toxicity Suffocation Falling
<u>DECISIONS</u> What does our market demand? Is correct formula obtained? Were desired results obtained? Be sure product does not lose identification	<u>CUES</u> May standardize for market Market only accepts favorable range Meets standards Product desired needs to be identified after obtained	<u>ERRORS</u> Misjudge market Misjudge market Does not meet standards Loss of identification

(TASK STATEMENT) STANDARDIZE PRODUCTS

SCIENCE		MATH - NUMBER SYSTEMS	
Physics Chemistry Biology		Basic Math Skills and Concepts Algebra Percentage Geometry Calculation Ratio	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Reading Viewing Touching	Formula Reading scales, charts Product acceptance	Informational reports, instructions, locating data, terminology Visual analysis, recognition of symbols and codes Texture, temperature, movement	
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(TASK STATEMENT) FINANCE PRODUCTS TO BE MARKETED

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
<p>Records Calculator Cash flow Balance sheet Contract forms Outlook information Literature (yield charts)</p>	<p>Identify products to be marketed Determine if financing (forward contracting) is compatible with customer needs and company abilities Determine worthiness of applicant File proper credit extension instruments for forward contracting</p>	<p>None</p>
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>Will budget allow for financing? Shall I offer financing? Do I need to alter contract forms? Can he furnish reliable credit application?</p>	<p>Is farmer asking for it? Will it build my business? Will budget allow for it? Market outlook (may be unfavorable) Character Repayment capacity Collateral</p>	<p>Misinterpret farmer attitudes or business projections Overstretching budget Lose money due to incorrect changes in contract form Misjudgement of applicant</p>

(TASK STATEMENT) FINANCE PRODUCTS TO BE MARKETED

SCIENCE	MATH - NUMBER SYSTEMS
Behavioral Science Psychology	Basic Math Skills and Concepts Use of calculator Percentages Ratios Read and interpret charts

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading Writing Listening	Contract literature (charts) Contracts, business letters Answering questions Collecting information Direct questions Give answers Screening applicant	Terminology, informational reports, interpretation, locate data Penmanship, spelling, terminology, memo format, business letters, clarity, logic Discriminate facts and non-facts, logic, note taking Discriminate facts from non-facts, logic and note taking Visual analysis

(TASK STATEMENT) DISSEMINATE MARKET INFORMATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Bulletin boards Advertising media rates Market bulletins Newsletters	Determine information to disseminate Decide on recipients of the information Select methods of dissemination Obtain market information for dissemination	None
<p style="text-align: center;"><u>DECISIONS</u></p> What information do my customers and prospective customers need? Can I use an advertising "gimmick?" Who benefits from the information? Which method keeps me competitive? Method furnishing greatest \$ return Where can market information be obtained?	<p style="text-align: center;"><u>CUES</u></p> Inquires on grain prices, cattle, etc What are you paying for grain, etc. Customers inquire as to markets Customer and competition response Review advertising media rates Market tickers, livestock auction	<p style="text-align: center;"><u>ERRORS</u></p> May furnish information not in great demand Loss on dissemination May supply wrong audience Loss of business to competitors Price of advertising may not warrant returns Wrong prices, etc

(TASK STATEMENT) DISSEMINATE MARKET INFORMATION

SCIENCE		MATH - NUMBER SYSTEMS	
None		Basic Math Skills and Concepts	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Reading Writing	Market information Market reports	Comprehension, locating data Clarity, terminology, legibility, reports	

(TASK STATEMENT) SELECT MARKET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Yellow pages of phone book References on potential markets	Identify product to be marketed Determine markets available. List advantages each market offers List any disadvantages each market has Measure markets against situation of market desires Select on basis of best measurement	None
<u>DECISIONS</u> What are options available? What am I needing in a market? What best suits my situation?	<u>CUES</u> Options available Price, distance, time, frequency, reputation Favorable aspects of the respective markets	<u>ERRORS</u> May not be aware of options Misinformation Misjudgment

(TASK STATEMENT) SELECT MARKET

SCIENCE

MATH -- NUMBER SYSTEMS

None

Basic Math Skills and Concepts

COMMUNICATIONS

PERFORMANCE MODES

EXAMPLES

SKILLS/CONCEPTS

Reading

References, reports

Comprehension, informational reports

(TASK STATEMENT) IDENTIFY MARKETING PROBLEMS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Yellow pages of the phone book Market reports Maps References on markets	Identify product marketed Determine existing marketing facilities List characteristics of the product that need to be considered in marketing List characteristics of the marketing agency	None
<u>DECISIONS</u> Marketing outlets available Treatment needed for product marketing Will marketing agency meet demands of the product to be marketed	<u>CUES</u> References, yellow pages Perishable, bulk, further processing Time, frequency, reputation, place	<u>ERRORS</u> May not obtain all sources Misjudgment results in losses Misjudgment results in losses

(TASK STATEMENT) IDENTIFY MARKETING PROBLEMS

<u>SCIENCE</u>		<u>MATH - NUMBER SYSTEMS</u>	
None		Basic Math Skills and Concepts	
<u>COMMUNICATIONS</u>			
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>	
Reading	Reports, references	Comprehension, informational reports	

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(TASK STATEMENT) SPECULATE ON FUTURES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Market reports List of brokers and exchanges Calculator	Identify product List acceptable brokers and exchanges Determine volume to be speculated upon Familiarize self with market situation and outlook Decide on speculative investment on basis of outlook information and present market	None
<u>DECISIONS</u> What broker and exchange best meets my situation? How much do I have budgeted for speculation? Will speculation aid in protection of stored product? When can information be gained?	<u>CUES</u> Yellow pages, published lists Stocks on hand, outlook, etc. Hedging may prevent excessive gains or losses Trade publications, market reports and formal education	<u>ERRORS</u> Selection of wrong broker Might not be able to afford loss Excessive losses Wrong or inaccurate publications result in wrong decisions

(TASK STATEMENT) SPECULATE ON FUTURES

SCIENCE

None

MATH - NUMBER SYSTEMS

Basic Math Skills and Concepts
Geometry
Ratio
Percentage

COMMUNICATIONS

PERFORMANCE MODES

Reading

EXAMPLES

Reports, publications

SKILLS/CONCEPTS

Comprehension, instructional reports

(TASK STATEMENT) PRICE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY - HAZARD
Calculator Suggested lists from manufacturer	Identify products to be priced Determine mark-up needed to meet proposed company projections of profits Decide whether mark-up maintains competitive position Recognize pre-priced products Apply pricing formula	None
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
Does the company have an accurate mark-up projection? Does competition exist? Is there a recommended or stated (suggested) retail price by manufacturer?	Salesman, company literature, actual company records Competitors handling similar products Market containers, published prices	Insufficient mark-up to give a profit Loss of customer to competitor Loss of customer to competition

(TASK STATEMENT) PRICE PRODUCTS

SCIENCE

None

MATH - NUMBER SYSTEMS

Basic Math Skills and Concepts
Percentage
Ratio
Use of calculator

COMMUNICATIONS

PERFORMANCE MODES

Reading
Writing
Viewing

EXAMPLES

Market information, company literature
Marking and coding packages
Product recognition

SKILLS/CONCEPTS

Informational reports, locating data,
comprehension
Emblems, codes, legible
Codes and emblems

(TASK STATEMENT) DETERMINE MARKET UNITS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY — HAZARD
Standard weights and measures Calculator	Identify product List unit in which product is bought List unit in which product is sold Determine applicable standards of weights and measures Apply standard weights and measures to determine units	None
DECISIONS	CUES	ERRORS
Can weights and volume apply equally to all products? Do I have any basis to determine units? Do weights and measure standards exist? How to convert?	All products vary in weight and volume Products are non-standardized Standard weights and measure charts Multiply, divide	Wrong measurement Wrong unit designated Math Math

(TASK STATEMENT) DETERMINE MARKET UNITS

SCIENCE	MATH - NUMBER SYSTEMS
None	Basic Math Skills and Concepts Calculator

COMMUNICATIONS

<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading	Standard charts	Interpretation, locating data