

**Facility Marketing Representative,  
District Agricultural Association**  
*Knowledge, Skill, Ability, and Personal Characteristic Statements Rating  
Results*

<b>KSAPC #</b>	<b>Knowledge, Skill, Ability, and Personal Characteristic Statement</b>
K1.	Principles and practices of product marketing, merchandising, and/or advertising.
K2.	Wholesale sales and marketing management
K3.	Public relations.
K4.	General event practices and procedures.
S1.	Build and maintain relationships with clients, potential clients and vendors to negotiate contracts with clients.
S2.	Problem solve in high pressure situations.
S3.	Give superior customer service.
S4.	Handle customer complaints.
A1.	Work independently.
A2.	Develop sales and marketing plans.
A4.	Make persuasive sales presentations to prospective clients.
A6.	Use tact and good judgment in dealing with the public and other employees.
A7.	Communicate clearly and concisely, orally and in writing, with superiors, peers, subordinate employees, and other co-workers to share information and contribute to the efficiency and productivity of the work unit.
A9.	Work independently <u>and as a team.</u>
A10.	Recognize potential new events to pursue.
A11.	Prioritize projects and deadlines.