



Agricultural Sales CDE – Junior Division

Purpose

The purpose of the Agricultural Sales Career Development Event is to provide an individual with the basic skills to take advantage of the career opportunities offered in the sales field. Sales are an essential part of a market economy. Agricultural products benefit from sales skills, both for inputs for production and the marketing of products. The objective of this event is to develop the sales process through communication skills, product knowledge, and the ability to maintain customers.

Sponsor

Lenoir Community College currently sponsors this event.

State Event Superintendent

The superintendent for this event is Dr. Jason Davis, State FFA Coordinator, Department of Agricultural and Extension Education, NCSU, Campus Box 7654, Raleigh, NC 27695-7654
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Eligibility

This event is open to all FFA members in grades 6 – 10 from FFA chapters in good standing. All FFA members in grades 6-10 are eligible to participate in any junior career development event regardless of past participation.

Teams shall consist of three or four members. The fourth lowest team member score is not considered except in the case of a tie. No alternates are allowed in state events. Any alternate found participating in a state event will result in team disqualification.

FFA members in good standing may also participate as individuals in this event. A chapter may have up to two members participate as

individuals as long as the chapter does not have a team participating in the event. Their scores will only count toward individual recognition, and will not be tallied as a team score. Three members participating in this event from the same chapter constitute a team.

Any member found cheating in any state-level career development event will result in total team disqualification for that event.

The North Carolina FFA Association, in keeping with the FFA mission and purposes, does not permit the use of tobacco products at any FFA facility or at any FFA activity.

The use or possession of cellular phones, Personal Digital Assistants (PDA's) or any other mobile electronic communication device is prohibited during any state-level career development event. Any violation of this rule by any team member will result in total team disqualification.

FFA members participating in career development events that require the use of calculators may only use non programmable/graphing calculators that do not have the ability to communicate with other calculators. Calculators will be screened prior to the start of a CDE for acceptability. Students caught using data stored on a calculator or communicating with other calculators will result in a total team disqualification for the event.

Dress Code

Participants are required to follow the North Carolina FFA Career Development Event Dress Code. Official dress for an FFA member includes: an official FFA jacket zipped to the top, black slacks and black socks/nylons or black skirt and black nylons, white collared blouse or white collared shirt, official FFA tie or official FFA scarf, black dress shoes with closed heel and toe.



Procedures for Administering the Event

Sales Presentation

- All participants will conduct a sales presentation; maximum of 50 points per participant.
- The participant will select an agricultural product representing one of the seven instructional areas listed below:
 - Agricultural Mechanics
 - Agricultural Production
 - Agricultural Products and Processing
 - Agricultural Supplies and Services
 - Forestry
 - Natural Resources and Rural Recreation
 - Ornamental Horticulture
- Participants will provide three copies of all written/brochure information used in preparation to the judges.
- The participant will give three copies of the participant's project summary sheet to the event coordinator at the event site. The summary sheet must be typed, double spaced and contain the following information:
 - Participant name
 - Statement of situation, circumstances, locations.
 - Representing (company, chapter)
 - Product to be sold
 - Features to product
 - Product structure
 - Warranty
 - Service availability
 - Demonstration of function
 - Competitors and pertinent information
 - Price
 - Closing statement or method
- Each participant will be allowed a maximum of five minutes for their presentation. A verbal warning will be given at four minutes. An additional two minutes will be available for judges to ask questions to clarify any part of the sales presentation.

Written Examination

Each participant will take a 20 question multiple choice test. Participants will have 25 minutes to complete the test (maximum score of 20 points). The written test will be developed using the references cited in the National FFA Career Development Events Handbook.

Procedure for Determining the State Event Winner When Scores are Tied

In the event a tie score exists, the following methods will be applied in sequential order until the tie is broken:

1. Compare the alternate scores. The lowest team member score is the alternate score.
2. Compare the total team scores for the presentation component and the higher scoring team is the winner.

State Awards

The awards for the state event will be presented annually at the state FFA convention to include a team 1st, 2nd and 3rd place plaque. The high scoring individual will receive a plaque.

Bibliography

Agricultural Sales, Chris G. Yorke, ACRO Press, 1925 Main Street, Vancouver, WA 98660 (360) 693-9101

Agribusiness Sales, Marketing and Management, Ron Schneiderheinze, Christina Wood, Instructional Materials Laboratory, London Hall, University of Missouri, Columbia, MO 65211 (573) 882-2883

CRISP Publications, 1200 Hamilton Court, Menlo Park, CA 94025-1427 (650) 323-5800



Professional Selling, Rebecca L. Morgan, ISBN 0-931961-42-4

Sales Training Basics, Elwood N. Chapman, ISBN 1-56052-119-8

Closing, Virden J. Thorton, ISBN 1-56052-318-2

Effective Sales Management, Tom Johnson, ISBN – 1-56052-031-0

Calming Upset Customers, Rebecca L. Morgan, ISBN – 1-56052-384-0

Telephone Courtesy & Customer Service, Loyd Finch, ISBN – 1-56052-064-7

Marketing Strategies for Small Businesses,
Richard F. Gerson, ISBN 1-56052-172-4
Agri-Marketing Technology, Selling and
Distribution in the Agricultural Industry, Jasper
Lee, James G. Leisning, David E. Lawyer,
Interstate Publishers, Inc. Danville, IL