



# **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.

## **Superintendent**

The superintendent for this event is Shelby Robertson, State FFA Coordinator, NCSU, Campus Box 7654, Raleigh, NC 27695-7654. Phone: 919.513.0216 Fax: 919.513.3201

Questions and comments can be directed to Mr. Jason Chester, Central Region Coordinator, 444 Bristol Dr, Statesville, NC 28677. Phone: 704.213.1335, Email: [jdcheste@ncsu.edu](mailto:jdcheste@ncsu.edu)

## **Eligibility and General Guidelines**

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.

The use or possession of cellular phones 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.

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, e-cigarettes, vapes, or Juuls at any FFA facility or at any FFA activity.

In compliance with the Americans with Disabilities Act, North Carolina FFA will honor requests for reasonable accommodations made by individuals with disabilities. Please direct accommodation requests through the CDE/LDE Accommodation Request [Form](#). If the accommodation can be made for all and/or doesn't provide an unfair advantage, then every effort will be made to provide the accommodation. Requests can be accommodated more effectively if notice is provided at least 10 days before the event.

### **Middle School Participation**

Middle school students and teams may participate in any Career Development Event or Leadership Development Event. The top three middle school participants will be recognized. Middle school participants should designate during registration.

### **Dress Code**

Participants are required to follow the North Carolina FFA Career Development Event Dress Code. Participants must wear official dress as described in the Official FFA Manual. The North Carolina FFA Association strives to promote a positive image at all Official FFA Events. The dress code policy was established to address the issue of appropriate attire at all Official FFA Events. Members should adhere to this policy for all events. A ten percent reduction will be applied to all individual scores from a chapter if a participant from that chapter violates the dress code during that career event.

### **Procedures for Administering the Event**

An agricultural product or service will be chosen by State FFA Staff and shared with teams by December 1st. This product will be the product used in both the group practicum as well as the sales presentation.

#### **Sales Presentation**

1. Participants will directly sell the product(s) to judge(s).
2. In addition to the product information, these teams will be given the scenario for which they should be prepared to sell. (This profile should NOT be used as one of the scenarios for the senior level, however the product will be the same as for the senior level).
3. The judge(s) will act as the customer, which may include not buying the product.
4. Participants will have to establish rapport, ask probing questions to ensure they meet the customer's needs and clarify customer information as part of the sales call.
5. Participants will have ten (10) minutes to interact with the judge(s).
6. Participants are allowed to use their 1-inch information binder during the individual activity.

#### **Written Test**

Each participant will take a 25-question multiple choice test. Participants will have twenty-five (25) minutes to complete the test (maximum score of 100 points). The written test will be developed using references cited in this guide.



## Scoring

The attached rubrics will be used for scoring the team activity and individual sales presentation.

| Activities                    | Individual Points | Team Points |
|-------------------------------|-------------------|-------------|
| <i>Maximum Points</i>         | 250               | 1000        |
| Written Test                  | 100               | 400         |
| Individual Sales Presentation | 150               | 600         |

## 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:

Team – In the event of a tie in team scores, the following events will be used to determine award recipients:

1. Compare the 4<sup>th</sup> Scores

If still tied after using the 4<sup>th</sup> score, the following areas will be used to determine award recipients:

1. Written Exam
2. Total individual sales activity.

Individual – In the event of a tie in individualized scores, the following events will be used to determine award recipients:

1. Written exam.
2. Individual sales call.

## State Awards

The awards for the state event will be presented annually at the state FFA convention to include a team 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place plaque

## National Career Development Event Participation

There is no National FFA Career Development Event for this division.



## **References**

ProSelling: A Professional Approach to Selling in Agriculture and Other Industries, W. Scott Downey, ISBN-13: 978-0978895211

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

Ditzenberger and Kidney, Selling-Helping Customers Buy, South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 053860

# Individual Sales Call Rubric

150 Points

Participant Name: \_\_\_\_\_ #: \_\_\_\_\_ Chapter: \_\_\_\_\_

| Indicator                         | Very Strong evidence of skill   | Moderate evidence of skill  | Weak evidence of skill   | Points Possible | Points Earned |
|-----------------------------------|---|---|--|-----------------|---------------|
| <b>First Impression</b>           | <b>4-5 points</b>   | <b>2-3 points</b>   | <b>0-1 points</b>  | 5               |               |
|                                   | Individual identifies themselves with a good first impression   | Individual mostly identifies themselves with a good first impression  | Individual poorly identifies themselves with a good first impression   |                 |               |
| <b>Personal Rapport</b>           | <b>8-10 points</b>  | <b>4-7 points</b>   | <b>0-3 points</b>  | 10              |               |
|                                   | Individual asks questions and utilizes information from answers in an attempt to build personal rapport | Individual mostly ask questions and utilizes information from answers in an attempt to build personal rapport | Individual poorly asks questions and utilizes information from answers in an attempt to build personal rapport |                 |               |
| <b>Clarifying Questions</b>       | <b>11-15 points</b>   | <b>6-10 points</b>  | <b>0-5 points</b>  | 15              |               |
|                                   | Individual asks questions to learn about the customer's business  | Individual mostly asks questions to learn about the customer's business                                       | Individual poorly asks questions to learn about the customer's business  |                 |               |
| <b>Needs &amp; Wants</b>          | <b>11-15 points</b>   | <b>6-10 points</b>  | <b>0-5 points</b>  | 15              |               |
|                                   | Individual asks questions to confirm preliminary customer information                                   | Individual mostly asks questions to confirm preliminary customer information                                  | Individual poorly asks questions to confirm preliminary customer information                                   |                 |               |
| <b>Needs &amp; Wants</b>          | <b>8-10 points</b>  | <b>4-7 points</b>   | <b>0-3 points</b>  | 10              |               |
|                                   | Individual confirmed and discovered customer needs and wants  | Individual mostly confirmed and discovered customer needs and wants   | Individual poorly confirmed and discovered customer needs and wants  |                 |               |
| <b>Features &amp; Benefits</b>    | <b>8-10 points</b>  | <b>4-7 points</b>   | <b>0-3 points</b>  | 10              |               |
|                                   | Individual applied features and benefits of their products to the customer's needs/wants                | Individual mostly applied features and benefits of their product to the customer's needs/wants                | Individual poorly applied features and benefits of their product to the customer's needs/wants                 |                 |               |
| <b>Matching Needs &amp; Wants</b> | <b>11-15 points</b>   | <b>6-10 points</b>  | <b>0-5 points</b>  | 15              |               |
|                                   | Individual allows customer to participate in matching their wants/needs to the product features         | Individual mostly allows customer to participate in matching their wants/needs to the product features        | Individual poorly allows customer to participate in matching their wants/needs to the product feature          |                 |               |

|                                       |  |   |  |    |  |
|---------------------------------------|--|---|--|----|--|
| <b>Trial Close</b>                    | <b>8-10 points</b>   | <b>4-7 points</b>   | <b>0-3 points</b>  | 10 |  |
|                                       | Individual uses appropriate sales technique to confirm customer understanding and/or identify buying signals | Individual mostly uses appropriate sales technique to confirm customer understanding and/or identify buying signals | Individual poorly used appropriate sales technique to confirm understanding and/or identify buying signals       |    |  |
| <b>Objections</b>                     | <b>11-15 points</b>  | <b>6-10 points</b>  | <b>0-5 points</b>  | 15 |  |
|                                       | Student listens and clarifies customer objections  | Student mostly listens and clarifies customers objections   | Student poorly listens and clarifies customers objections  |    |  |
| <b>Addressing Objections</b>          | <b>11-15 points</b>  | <b>6-10 points</b>  | <b>0-5 points</b>  | 15 |  |
|                                       | Individual applies and discusses the features/benefits of the product to address the customers objections    | Individual mostly applies and discusses the features/benefits of the product to address the customers objections    | Individual poorly applies and discusses the features/benefits of the product to address the customers objections |    |  |
| <b>Close or Advance Sale</b>          | <b>11-15 points</b>  | <b>6-10 points</b>  | <b>0-5 points</b>  | 15 |  |
|                                       | Student closes or attempts to close the sale   | Student mostly closes or attempts to close the sale   | Student poorly closes or attempts to close the sale  |    |  |
| <b>Active Listening</b>               | <b>11-15 points</b>  | <b>6-10 points</b>  | <b>0-5 points</b>  | 15 |  |
|                                       | Individual actively listens to comments and answers from the customer  | Individual mostly listens to comments and answers from the customer   | Individual poorly listens to comments and answers from the customer  |    |  |
| <b>Total Points Earned Out of 150</b> |  |   |  |    |  |