



## Agricultural Sales CDE

### 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

The North Carolina State Grange 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, Box 7654, Raleigh, NC 27695-7654 Phone: 919.515.4206 Fax: 919.513.3201 Email: jason\_davis@ncsu.edu

### Eligibility

This event is open to all FFA chapters and FFA members in good standing. FFA member may not participate in a Career Development Event that leads to a state level event after July 1, following their high school/early college graduation. Members winning a previous state event in this area or that have participated in a previous national event in this area are ineligible.

Each chapter may send one team to compete at the state event. **Teams shall consist of three or four members. Four scores will count towards the team total (A three-member team will earn a zero for the 4<sup>th</sup> score).** No alternates are allowed in state events. Any alternate found participating in a state event would 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, Personal Digital Assistants (PDAs) 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 at any FFA facility or at any FFA activity.**

### 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

1. All participants will conduct a sales presentation; maximum of 50 points per participant.



2. The participant will select an agricultural product representing one of the seven instructional areas listed below:
  - a. Agricultural Mechanics
  - b. Agricultural Production
  - c. Agricultural Products and Processing
  - d. Agricultural Supplies and Services
  - e. Forestry
  - f. Natural Resources and Rural Recreation
  - g. Ornamental Horticulture
3. Participants will provide three copies of all written/brochure information used in preparation to the judges.
4. 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:
  - a. participant name
  - b. statement of situation, circumstances, locations.
  - c. representing (company, chapter)
  - d. product to be sold
  - e. features to product
  - f. product structure
  - g. warranty
  - h. service availability
  - i. demonstration of function
  - j. competitors and pertinent information
  - k. price
  - l. closing statement or method
5. Each participant will be allowed seven minutes for his/her presentation with a verbal time warning at five minutes. The presentation will conclude at seven minutes. An additional three minutes will be available for judges to ask questions to clarify any part of the sales presentation.
6. The event will operate with two or three judges with one/two of the judges serving as the customer for all participants. Participants will be scored using a sales presentation scorecard.

For detailed evaluation criteria, see the National FFA Career Development Events Handbook.

#### Written Test

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

#### Practicum

1. Each participant will complete the same practicum. All materials for the practicum will be provided by the event coordinator. Maximum score of 25 points.
2. The practicum topics will be selected from the following list: on an even/odd year basis from the follow in lists. Examples or practicum topics from previous years are listed.
3. Practicum sheets will not be distributed to students or advisors until it is conducted.

|      |                               |
|------|-------------------------------|
| 2018 | Customer Relations            |
| 2019 | Promotion and Advertising     |
| 2020 | Prospecting for New Customers |
| 2021 | Order Taking/Customer Service |

4. Sample scorecards for this event are found in the National FFA Center 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 total team scores for the presentation component and the higher scoring team is the winner.
2. Compare the total team scores for the practicum component and the higher scoring team is the winner.



- If these methods fail to break the tie, co-winners will be declared and a run-off event will be held to determine which team will represent North Carolina at the National FFA Convention. The run-off event will follow the same rules as the state event.

### 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 and a travel monetary award. The high scoring individual will receive a plaque.

### National Career Development Event

#### Participation

State winning teams advancing to the national career development event will be automatically registered for the national event. It is the responsibility of the FFA Chapter Advisor to complete all necessary national certification and waiver forms and return them to the state FFA Coordinator by the assigned due date.

State winning CDE Teams that choose not to participate at the national level should contact the state office by Sept. 1 prior to national convention. Teams that fail to inform the state office prior to Sept. 1 will be ineligible to participate in that same CDE for the next year (chapters may appeal to the State FFA Board of Directors). Teams that do not compete at the National Convention will be required to pay back the travel award.

### Bibliography

#### Reference

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



## Agricultural Sales

Name: \_\_\_\_\_ Contestant No.: \_\_\_\_\_

Chapter: \_\_\_\_\_ State: \_\_\_\_\_

### Customer Relations Activity

| Category  | Possible | Score |
|---|----------|-------|
| <b>Introduction</b> <ul style="list-style-type: none"><li>• Identify Yourself</li><li>• Purpose of Call (if applicable)</li><li>• Establish Rapport</li></ul>                           | 3        |       |
| <b>Attitude</b> <ul style="list-style-type: none"><li>• Pleasant</li><li>• Friendly</li><li>• Professional</li><li>• Empathetic</li></ul>   | 5        |       |
| <b>Information via Customer</b> <ul style="list-style-type: none"><li>• Probing to Determine the Problem<ul style="list-style-type: none"><li>• Clarify the Problem</li></ul></li></ul> | 6        |       |
| <b>Develop Solution</b> <ul style="list-style-type: none"><li>• Evidence of Production Knowledge</li><li>• Overcome Customer Objections</li></ul>                                       | 7        |       |
| <b>Closing</b> <ul style="list-style-type: none"><li>• Get Customer Agreement<ul style="list-style-type: none"><li>• Review and Closure</li></ul></li></ul>                             | 4        |       |
| Total Practicum Score:  | 25       |       |

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



N.C. FFA Agricultural Sales Career Development Event  
**Practicum Scorecard**  
Advertising and Promotion

|   | <u>Possible Points</u> | <u>Points Earned</u> |
|---|------------------------|----------------------|
| <b>Knowledge of Subject Matter</b><br>Correctly distinguished between advertising and sales promotion** in completing the practicum task as assigned      | 5                      | _____                |
| <b>Creativity</b><br>Showed/ illustrated/ used an interesting approach to the advertising and promotion piece that was required for the practicum         | 6                      | _____                |
| <b>Effectiveness of Advertisement</b><br>Informs/ persuades/ reminds the target customer why they should purchase/use the product or service communicated | 6                      | _____                |
| <b>Appropriateness</b><br>Is appropriate to communicate the message to the target customer  | 4                      | _____                |
| <b>Neatness and Clarity</b><br>Work was easy to read and understand   | 4                      | _____                |
| <hr/>   |                        |                      |
| <b>TOTAL POINTS</b>   | 25                     | _____                |

All materials will be provided at the event site. Participant will have 30 minutes to prepare the advertising or promotion piece.

\*\* Definitions that may be useful in preparing for the practicum:

**Advertising and promotion** informs the prospective buyer about the benefits of a product or service, persuades them to try it, and reminds them of the benefits of using the product or service.

**Advertising** is any paid form of non-personal presentations and promotion of ideas, product, or serve by an identified sponsor.

**Sales Promotion** is and incentive to encourage the purchase or sale of a product or service. To make a customer buy it NOW rather than later.

*-adapted from National FFA CDE Handbook- January 2007*



N.C. FFA Agricultural Sales Career Development Event  
**Practicum Scorecard**  
Customer Services

|  | <u>Possible Points</u> | <u>Points Earned</u> |
|--|------------------------|----------------------|
| <b>Introduction</b> .....2                         |                        | _____                |
| Identify yourself, purpose of call if applicable   |                        |                      |
| Establish rapport                                  |                        |                      |
| <b>Notes/Comments:</b>                             |                        |                      |
| <hr/>  |                        |                      |
| <b>Attitude</b> .....5                             |                        | _____                |
| Pleasant, Friendly, Professional                   |                        |                      |
| Empathetic   |                        |                      |
| <b>Notes/Comments:</b>                             |                        |                      |
| <hr/>  |                        |                      |
| <b>Information via customer interaction</b> .....7 |                        | _____                |
| Probing to determine and clarify the problem       |                        |                      |
| <b>Notes/Comments:</b>                             |                        |                      |
| <hr/>  |                        |                      |
| <b>Develop solution</b> .....8                     |                        | _____                |
| Evidence of product knowledge                      |                        |                      |
| Overcoming customer objections                     |                        |                      |
| <b>Notes/Comments:</b>                             |                        |                      |
| <hr/>  |                        |                      |
| <b>Closing</b> .....3                              |                        | _____                |
| Get customer agreement                             |                        |                      |
| Review and closure                                 |                        |                      |
| <b>Notes/Comments:</b>                             |                        |                      |
| <hr/>  |                        |                      |
| <b>TOTAL</b> .....25                               |                        | _____                |



## N.C. FFA Agricultural Sales Career Development Event

### PRACTICUM General Description

#### Prospecting for New Customers

The event officials will select a sales situation. The participant will be given a product description. The participant will then approach a customer (role played by one of the judges) and by interaction with that customer determine if the customer is a prospect. The participant will then attempt to sell that product to the customer, or gain an appointment for a future sales call, whichever is appropriate for the scenario. The appropriate goal(s) will be clarified in the scenario.

The participant will receive the product description and the sales situation handout as they check-in on the day of the event.

Five (5) minutes will be allowed, with a three (3) minute warning, to interact with the customer “judge”. Two judges will be utilized with one judge playing the role of the customer. The emphasis of this event is on strong opening statements to get the prospect’s attention and asking good questions to evaluate the prospect’s needs.

#### Scoring Criteria for Prospecting for New Customers

|  | Possible Points | Points Earned |
|--|-----------------|---------------|
| <b>Greeting/opening statement</b> .....    | 10              | _____         |
| Clearly identify self and company          |                 |               |
| Build interest in product/service          |                 |               |
| <b>Qualify the prospect</b> .....          | 10              | _____         |
| Question for customer needs                |                 |               |
| Demonstrate good listening skills          |                 |               |
| <b>Provide features and benefits</b> ..... | 3               | _____         |
| Describe features and benefits             |                 |               |
| appropriate to the prospects needs         |                 |               |
| <b>Close the interview or sale</b> .....   | 2               | _____         |
| Ask for the order                          |                 |               |
| Ask for an appointment                     |                 |               |
| Review the order or commitment             |                 |               |
| <b>TOTAL</b> .....                         | 25              | _____         |



-Adapted from National FFA CDE Handbook

## AGRICULTURAL SALES SALES CALL SCORECARD

Name: \_\_\_\_\_ Contestant Number: \_\_\_\_\_

FFA Chapter: \_\_\_\_\_

|   | Possible Points | Contestant Score |
|---|-----------------|------------------|
| <b>Pre-call Planning</b> <ul style="list-style-type: none"><li>• Anticipates Customer's Needs</li><li>• Demonstrates Product Knowledge</li></ul>  | <b>5</b>        |                  |
| <b>Approaching the Customer</b> <ul style="list-style-type: none"><li>• Makes a Positive First Impression</li><li>• Creates Customer Attention</li><li>• Establishes Customer Rapport</li><li>•</li></ul> | <b>5</b>        |                  |
| <b>Determining Customer's Wants and Needs</b> <ul style="list-style-type: none"><li>• Asks Leading Questions</li><li>• Demonstrates Good Listening Skills</li></ul>                                       | <b>10</b>       |                  |
| <b>Demonstration</b> <ul style="list-style-type: none"><li>• Connects Product Features and Benefits to Customer's Wants</li><li>• Allows Customer to Participate</li></ul>                                | <b>10</b>       |                  |
| <b>Customer Objections</b> <ul style="list-style-type: none"><li>• Identifies Customer Objections</li><li>• Handles Customer Objections</li></ul>   | <b>10</b>       |                  |
| <b>Closure</b> <ul style="list-style-type: none"><li>• Confirms Customer's Interest (trial close)</li><li>• Recognizes Closing Opportunities</li><li>• Handles Customer's Objections</li></ul>            | <b>10</b>       |                  |
| <b>Total Score</b>  | <b>50</b>       |                  |

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_