

NC STATE UNIVERSITY

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MEMORANDUM

TO: Advisors of Agricultural Sales CDE Teams
FROM: Carmen Bracey, State FFA Coordinator
RE: 2021 NC FFA Agricultural Sales Virtual CDE

The 2021 North Carolina FFA Agricultural Sales Virtual CDE will be held on **March 10, 2021, from 3:30pm to 4:00pm**. The written test will be given during this time. The top five teams from the junior division and the top five teams from the senior division will be invited to participate in an individual sales presentation using **Zoom on March 17, 2021**.

This event is open to any chapter in the state. Each chapter may submit one team for the junior division and one team for the senior division to participate in the virtual event. A maximum of four participants will be allowed to participate per team. There are no registration fees for this virtual career development event.

February 19, 2021 — Online Registration Deadline

Advisors must register their team by the deadline in order to participate. Late entries will not be accepted.

To register, go to: <https://ncffa.org/ncffa-more/2020-2021-virtual-events/> and click on the "Ag Sales Written Test" link in the table. Please provide complete registration information for each student.

Advisors must provide a valid email address for each individual student at the time of registration. The email address for each student is needed to administer the online event to each specific student.

Student waivers are required for virtual career development events and must be uploaded at the time of registration. One virtual student waiver form has been created for all virtual career and leadership development events. The student waiver form is available in MS Word and PDF format on the registration website listed above. Completed student waivers should be submitted online on the Ag Sales CDE Registration page. Accepted file types for uploading include: MS Word, PDF, JPG, and PNG.

Virtual Event Format

This virtual career development has been designed for students to participate from any location. Students may participate from the comfort and safety of their own home or any other location of their choosing. Students should participate individually and should not have other students in the same room with them during the event. Proctors will be required as outlined below. There is no

special software or application that students will need to download to participate in the virtual event. Students need access to any device that has an internet browser and an internet connection. The online event will be administered using Google Forms. Please follow all local rules and regulations regarding group gatherings and school attendance.

Proctors

Adult proctors will be required for all CDEs/LDEs. Proctors cannot be agriculture teachers/FFA Advisors. Students will be required to log on to Zoom at the beginning of the event with the proctor in the room. Once the student completes the online CDE/LDE, the proctor will be required to certify that the student did not use or receive any additional assistance from any means. This certification will be done by typing a confirmation statement in the chat feature on Zoom.

North Carolina FFA Honesty Pledge

Students should participate *individually*. All work they do should be the result of their own efforts with no assistance from anyone or any type of reference material available in any form. At the very beginning of the virtual event, all students will have to agree to abide by the North Carolina FFA Honesty Pledge before they are able to participate.

North Carolina FFA Virtual CDE/LDE Dress Code

FFA members participating in a virtual CDE/LDE should be in official dress, a shirt with a collar, or an FFA/school shirt. No scoring penalty will be assessed if students do not have official dress.

Special Accommodations

Advisors should email carmen.bracey@ncsu.edu at the time of registration if any student requires any special accommodation to participate in the virtual career development event.

Agricultural Sales CDE Virtual Format

The Agricultural Sales CDE will contain two parts – the written test and the sales presentation. Every registered student will take the online written test on March 10, 2021. The five teams with the highest team score on the written test will be invited to participate in the sales presentation on March 17, 2021. Only the students from the top five teams will participate in the sales presentations. This process will be followed for both the junior division and senior division.

Written Test

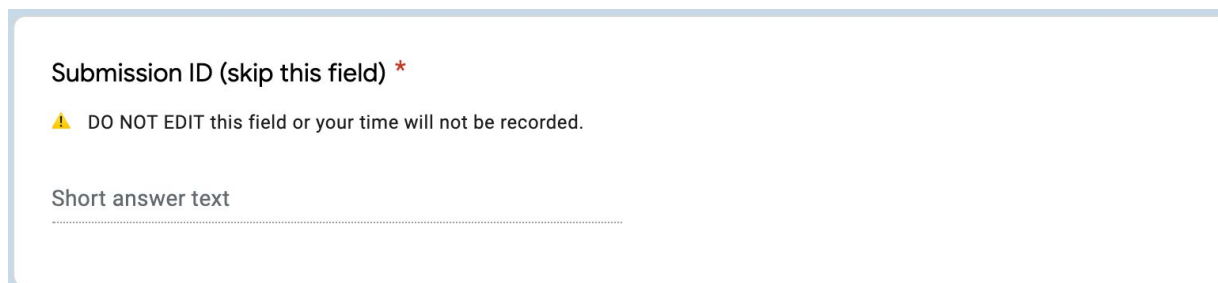
Each participant will take a 25-question multiple choice test using Google Forms. Participants will have 25 minutes to complete the written test (maximum score of 100 points). The written test will be developed using references cited in the Agricultural Sales Career Development Guide available online at: https://ncffa.org/as/ncffa/i/chan/documents/Ag_Sales_CDE_2019-20.pdf

Registered students will receive an email with a link on the morning of March 10, inviting them to participate in the written test. The test will only be available from **3:30pm to 4:00pm on March 10, 2021**. The online test may only be accessed one time through the link in the email that is sent to the student and must be completed while the students are in the contest Zoom.

Students will have 25 minutes to take the test. The online system has a timer bar at the top of the screen so students know exactly how much time they have remaining. **If students allow the time to expire and do not submit their test, none of their answers will be submitted and they will receive a 0.** This message is shared with the students when they begin the test;

however, we ask that you please share this information with them before they begin the online test so they are prepared.

Every online test administered in Google Forms will have a section that says "Submission ID (skip this field)." There will be a unique number entered in this section with a warning to not edit the number. If the number is altered, then the time and test will not be recorded and the student will receive a 0. This section is required by the system in order to accurately submit and score each student's test. A screenshot of this section is provided below for your information. The student should simply skip over this section as no action on their part is needed.



Submission ID (skip this field) *

⚠ DO NOT EDIT this field or your time will not be recorded.

Short answer text

Sales Presentation

Once the written test concludes and scores can be verified, the top five teams will be notified via email on March 11, 2021. At that time, these five teams will be provided with additional event information for the sales presentation that will be conducted beginning at 9:30 am on March 17, 2021. Individual presentation times will be assigned to each student and will be shared with the advisor.

1. Each participant will directly sell the product(s) to judge(s) using Zoom conferencing technology.
2. Students will be given a preliminary customer profile and will have at least 5 minutes to review the preliminary customer profile prior to meeting with the judge(s).
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 10 minutes to interact with the judge(s).
6. Participants are allowed to use their 1-inch information binder during the individual activity.
7. The Individual Sales Call Rubric included in the event guidelines will be used to score the participant. To access the rubric, please visit:
https://ncffa.org/as/ncffa/i/chan/documents/Ag_Sales_CDE_2019-20.pdf

Scoring

Activities	Individual Points	Team Points
Written Test	100	400
Individual Sales Presentation	150	600
Maximum Points	250	1000

Final Results

Once the sales presentations are completed and the scores are tabulated, the results of the event will be shared via the NC FFA Listserv.

If you have any questions, please contact: Carmen Bracey, State FFA Coordinator, Mobile (919) 883-6224, carmen_bracey@ncsu.edu