



# Georgia FFA Association

## AGRICULTURAL SALES CDE

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### I. OVERVIEW

The Agricultural Sales CDE is a team event. It is designed to develop the skills that are necessary to be successful in sales. These include communication skills, product knowledge, sales process, and maintaining customers.

### II. PURPOSE

The purpose of 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 the products.

### III. ELIGIBILITY

This event is open to students in grades 9-12 who are agricultural education students, and are paid members of a chartered FFA chapter. Each member of the team must be a member of the chapter registering them, and each student's name must appear on the chapter's FFA roster at least 10 days prior to competition above the chapter level.

### IV. SPECIAL NEEDS REQUEST

To report any special needs or request special services for a student to compete in a Career Development Event or FFA Award area (Area or State level), it is the responsibility of the FFA advisor to provide a detailed and specific request and explanation in writing. Requests should include written documentation from the school system verifying the IEP and need being requested. Written requests must be submitted to the CDE Superintendent prior to registering for the CDE/event (at least 3 weeks prior to the date of competition).

### V. RULES

1. The event is limited to one team per chapter at the area level.
2. The top two teams from each area will compete at the state level.
3. Team Make up- the event will be a team event consisting of four students. All students' scores count toward the team total.
4. It is highly recommended that participants be in official dress as outlined in the Official FFA Manual.

### VI. EVENT FORMAT

The Area Agricultural Sales CDE will consist of 1 part; the individual sales presentations. The State Agricultural Sales CDE will consist of 2 parts for all teams; an exam and individual sales presentations. The top four teams at state will also complete a team activity.

#### Area CDE

- Individual Oral Sales Presentations (*150 points each = total of 600 points available*)

#### **Individual Sales Presentation Scoring Guidelines**

Product(s) and client information will be shared with participants at least one month prior to the Area CDE. Four specific customer profiles will exist. Each team member will present to one specific client profile. Participants will directly sell the product(s) to judge(s). The judge(s) will fit the customer profiles identified prior to the CDE. The judge(s) will act as a real customer which may include not buying the product.



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Participants will have to establish rapport with the customer and ask probing questions to ensure they meet the customer's needs. Participants will have twenty (20) minutes to interact with the judge(s).

Participants will be limited to the use of a single 1 inch, 3-ring binder and materials that will fit in the binder during the Individual Oral Sales Presentation. No electronic devices or other props will be used during the Individual oral Sales Presentation.

Each participant is responsible for presenting one of the products. Team members may not present the same scenario.

\*\*\*All four participant scores will be totaled to get a final team score. The two highest scoring teams will advance to the state CDE.

## State CDE

### Preliminary Round

All teams will complete:

- Written Exam
- Individual Oral Sales Presentations

### **Written Exam** (100 points each = total of 400 points available)

The written exam is designed to evaluate an individual's knowledge of sales skills. The listed resources will be used as a basic resource but the questions will be generated based on basic sales concepts. The test will not exceed thirty (30) questions and students will have forty-five (45) minutes to complete the exam. Questions will consist of multiple-choice, fill in the blank, short answer and essay format. Point values will be assigned to each question based on the skill level of the question.

### **Individual Sales Presentation Scoring Guidelines** (150 points each = total of 600 points available)

Product(s) and client information will be shared with participants at least one month prior to the Area CDE. Four specific customer profiles will exist. Each team member will present to one specific client profile. Participants will directly sell the product(s) to judge(s). The judge(s) will fit the customer profiles identified prior to the CDE. The judge(s) will act as a real customer which may include not buying the product. Participants will have to establish rapport with the customer and ask probing questions to ensure they meet the customer's needs. Participants will have twenty (20) minutes to interact with the judge(s).

Participants will be limited to the use of a single 1 inch, 3-ring binder and materials that will fit in the binder during the Individual Oral Sales Presentation. No electronic devices or other props will be used during the Individual oral Sales Presentation.

Each participant is responsible for presenting one of the products. Team members may not present the same scenario.

Scores from the written test and individual sales presentations will be combined. Teams with the highest raw scores will advance to the finals round.



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### Final Round

Only the top four teams will complete the following activity:

#### **Team Sales Activity (150 Points)**

1. Each participant will be allowed to bring a one-inch binder to the team activity containing the provided product information and any other information gathered by the participant.
2. Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making and oral communications.
3. The following information will be provided to the team at least one month prior to the CDE:
  - a. Product information (before event)
4. The following information will be provided to the team at the CDE as if they were a group of salespeople working together to develop the pre-call planning prior to conducting a sales call.
  - a. Profile information of targeted customers
5. The team will be provided with paper and writing utensils. No presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.
6. The team will then develop the strategy (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face sales call. This strategy should include but not be limited to:
  - a. Determining potential customer needs and wants.
  - b. Identify features and benefits of the product(s) that address the customer's needs and wants.
  - c. Identify potential customer objections and prepare to address them.
  - d. Identify possible related/complimentary products and their suggestive selling strategies.
  - e. Develop information gathering questions to be utilized in clarifying the customer's needs/wants.
7. Teamwork and involvement of team members will be judged during this event. Students are expected to justify their decisions based on selling principles.
8. The team will be given twenty (20) minutes to analyze the information given and develop a presentation to provide the information listed above. During this twenty (20) minute period, the team will be judged using the team activity scorecard found in this chapter.
9. At the conclusion of the twenty (20) minutes, the team will present to the judges who are acting as the team's immediate supervisors. The presentation will be no longer than ten (10) minutes. At the conclusion of the presentation, the judges will have ten (10) minutes to ask questions of all team members. The questions will be taken from all aspects of the team event.

Team activity scores will be added to the individual sales and written test scores. The team with the highest score will be named the state winner.

#### **Scoring Criteria for Team Sales Situation**

\*\*\*See Team Activity Scoring Sheet below



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## VII. SCORING

### Area Event:

Individual Sales Presentation - 150 points each x 4 = total of 600 points available

### State Event:

Written Test - 100 points x 4 = 400 possible points

Individual Sales Presentation - 150 points x 4 = 600 possible points

Team Activity – 150 points (*final four teams only*)

**Total Possible Points = 1150 (only 1000 points available to teams that do not make the final four)**

## VIII. TIE BREAKERS

Team tiebreakers will be settled in the following order:

- 1) Written test score
- 2) Individual sales presentation

Individuals' tiebreakers will be settled in the following order:

- 1) Written test

## IX. AWARDS

Awards shall be determined each year by the Board of Trustees of the Georgia FFA Foundation. The event is made possible through the Georgia FFA Foundation as a special project of an industry sponsor or from the Foundation General Fund.

## X. REFERENCES

National FFA Career Development Events Handbook and references listed therein.



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## Georgia FFA Association Agricultural Sales CDE Team Event Score Card

Team/Chapter: \_\_\_\_\_

Skills	Points Possible	Points Earned
How well did each team member participate by analyzing and providing input to the solution?	8	
How well did each team member communicate with the rest of the team members?	10	
How well did each team member demonstrate effective listening skills?	10	
How well did each team member respect the input of other team members?	9	
What level of knowledge did the team have of the products they are selling?	12	
Did the team accurately analyze all the information for each customer type?	12	
Did the team identify customer needs and wants, and prepare quality questions to help clarify the customer's needs and wants?	12	
Did the team identify products for each customer type based on their product's features and benefits and the customer's anticipated needs and wants?	15	
How well did the team identify potential objections for each customer type and how to address them?	12	
Were complimentary/related products also identified?	10	
Were the decisions made by the team based on sound sales principles using the information they were given?	12	
Was the presentation delivered professionally?	8	
Did all team members participate in the presentation?	8	
Were the questions answered correctly by all team members?	12	
<b>TOTAL POINTS</b>	<b>150</b>	



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## Georgia FFA Association Agricultural Sales CDE Individual Sales Call Score Card

Student: \_\_\_\_\_

Team/Chapter: \_\_\_\_\_

Skills	Points Possible	Points Earned
Did the sales person identify themselves with a good first impression?	5	
Did the student ask questions/dialogue in an attempt to build personal rapport with you?	8	
Did the student actively listen to your personal comments when you answered?	8	
Did the student use the information from your answers to further establish personal rapport?	8	
Did the student ask questions to learn about your business?	10	
Did the student listen to the answers about your business you provided?	10	
Did the student confirm and discover your needs and wants?	12	
Did the student apply the features/benefits of their product to your needs/wants?	16	
Did the student allow you to participate in matching your needs/wants to their product features?	15	
Did the student effectively use trail close (Gain acceptance on an point, identify customers willingness to buy or a closing opportunity?)	11	
Did the student listen to and clarify your objections?	14	
Did the student apply and discuss the features/benefits of their product to address your objections?	13	
Did the student clearly close or attempt to close the sale?	20	
<b>TOTAL POINTS</b>	<b>150</b>	