

**State FFA Agricultural Sales Career Development Event**

The agricultural sales event will consist of three parts: an objective test, oral sales presentation, and individual sales interview. The event will be a team event consisting of four students. All team members will participate in all three components of the event, but will be together as a team for just the oral sales presentation. The event will consist of 100 total possible points per member (test - 50 points, individual interview - 50 points) and 100 possible points for the team sales presentation for a total team score of up to 500 points.

Should a tie occur in the team scores, the tie will be broken by the highest sales presentation score. If the tie cannot be broken using this metric, the highest written score will be used. If a tie still exists, the highest individual interview score will be used to break the tie. For individual scores, the highest written score will be used.

**PART I - SALES PRESENTATION**

1. Official dress is strongly encouraged (or neat attire if not available)
2. All participants will conduct a sales presentation as a team. Each official team will select one agricultural/natural resources product representing one of the seven instructional areas:

1. Agricultural Mechanics

2. Agricultural Production

3. Agricultural Products and Processing

4. Agricultural Supplies and Services

5. Forestry

6. Natural Resources and Rural Recreation

7. Ornamental Horticulture

1. Each team will provide a copy of all written/brochure information used in preparation before or by the FFA Convention registration deadline. Late submissions information will result in a 5 point deduction.
2. Each team will provide the project summary sheet (see F) by the registration deadline.

F. Guidelines for the project summary sheet (typed and double spaced):

1. Names of all team participants

2. Statement of situation, circumstances, locations, etc.

3. Representation (company/chapter)

4. Product to be sold

5. Features of the product

6. Product structure (Product structure is simply what size container, is it a liquid powder etc, is it concentrated, possible mixing rates, etc. It is there simply to give the judge a feel for the product and make them more knowledgeable when they interact with the student).

7. Warranty

8. Service availability

9. Demonstration of function

10. Competitors and pertinent information

11. Price

12. Closing statement or method

G. Each team will be allowed seven to ten minutes to present information interactively, responding to questions as they arise from judge(s) and including all team members as well as possible.

H. Evaluation Criteria

1. Preapproach

a. Project summary sheet

b. Preparation for sale

c. Product knowledge

2. Approach

a. First impressions

b. Create customer attention

c. Determine customer wants

d. Establish rapport

3. Demonstration

a. Feature any related customer benefits

b. Allow customer to participate

c. Attempt trial closes

4. Handling customer objections

a. Identify customer objections

b. Handle customer objections

5. Closing the sale

a. Ask for the order

b. Recognize closing opportunities

**SALES PRESENTATION SCORE CARD**

Excellent Good Fair

Preapproach (30) 24-30 16-22 8-14

Approach (10) 8-10 6 4

Demonstration (30) 24-30 16-22 8-14

Customer Objections (10) 8-10 6 4

Closure (20) 16-20 10-14 4-8

**Total Points 100**

**PART II - OBJECTIVE TEST**

The objective test of the Agricultural Sales Career Development Event is designed to determine team members’ understanding of the professional sales process, the role that selling plays in the marketing of agricultural products and the knowledge possessed by students relative to the content areas of advertising and promotion, customer relations, product displays, telephone skills, market analysis, customer prospecting, job application and interviewing for a sales position.

1. Team members will work individually.
2. The test will consist of 50 multiple-choice questions, with 25 minutes allowed for completion of this section of the event.
3. Fifty points are allowed for this section of the event. One point per question.
4. The following list contains references that may prove helpful during event preparation. The most current edition of resources will be used.

* Past CDE materials and other resources are available by logging in to FFA.org.
* Ditzenberger and Kidney, Selling-Helping Customers Buy, South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 0538605316.
* Understanding Ag Sales instructional video, FFA.org 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.

**PART III – INDIVIDUAL SALES INTERVIEW**

In follow-up to the team sales presentation, judges will interview each individual sales team member on the product their team is selling, asking questions on the project purpose, niche, advantages, disadvantages and on other areas related to agricultural sales strategies and marketing.

The participant will be evaluated on the basis of:

1. Poise - 10 points
2. Attitude - 10 points
3. Agricultural Sales knowledge – 15 points
4. Ability to answer questions effectively - 15 points

**Total Points – 50**