

AGRICULTURAL SALES CDE

PURPOSE

The purpose of the Agricultural Sales Career Development Event is to evaluate skills that are essential for an individual to be successful in the agricultural sales field. The process of selling agricultural products is essential for production and marketing of agricultural products.

ELIGIBILITY

The participant must be an active member of a chartered Florida FFA Chapter and enrolled in grades 9, 10, 11, or 12. Each Junior and Senior chapter may enter one team of four individuals. The event will be a team event consisting of four students. Only the top three scores will be calculated for the team total. A team may compete with less than four members.

EVENT PROCEDURES

1. The event will be composed of three parts. Individual scores will be comprised of the written exam and individual sales activity. The team score will be comprised of the team activity and all individual scores.
2. The product(s) utilized in the event and activity examples will be announced by the CDE coordinator prior to the event. Provided product information may include appropriate company information and price list.

EVENT PRACTICUMS

KNOWLEDGE PRACTICUMS

WRITTEN EXAM

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 forty-five (45) minutes. The 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.



PERFORMANCE PRACTICUMS

TEAM SALES ACTIVITY

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 the event as if they were a group of salespeople



working together to develop the pre-call planning prior to conducting a sales call.

- Product information (before event)
 - Profiles of different customers
4. The team will be provided with paper and writing utensils. No presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.
 - iPads may be used a presentation tool but not as a presentation aid (cannot be used for the presenter to read a script from).
 5. 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:
 - Determining potential customer needs and wants.
 - Identify features and benefits of the product(s) that address the customer's needs and wants.
 - Identify potential customer objections and prepare to address them.
 - Identify possible related/complimentary products and their suggestive selling strategies.
 - Develop information gathering questions to be utilized in clarifying the customer's needs and wants.
 6. Teamwork and involvement of team members will be judged during this event. Students are expected to justify their decisions based on selling principles.
 7. 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.
 8. 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.

INDIVIDUAL SALES ACTIVITY

1. Information and product(s) from team activity will be used in the individual sales activity. (Individual activity will be conducted after the team activity.) Participants will directly
2. sell the product(s) to judge(s). The judge(s) will fit one of the customer profiles identified in the team pre-call planning activity. 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.
3. Participants will have twenty (20) minutes to interact with the judge(s). Participants are allowed to use their one-inch product information binder during individual activity.

SCORING

Practicum	Activity	Individual	Team
Knowledge	Written Exam	100	300
Performance	Team Sales Presentation		150
Performance	Individual Sales Activity	150	450
Official Dress		50	150
Total		300	1,050

TIE BREAKERS

Ties will be broken using the following procedure, unless otherwise noted by the CDE Coordinator. In breaking a tie for a team the drop score will be used first, followed by team written exam total, and then by team placing class total. Individual ties will be broken by oral reasons first, followed by written exam, and then by a single placing class (chosen by CDE Coordinator). If any of these are absent from a CDE, (ie. oral reasons, written exam, etc), then the next highest point practicum will be used.

AWARDS

Awards will be presented at an awards ceremony. Awards are presented to teams as well as individuals based upon their rankings. Awards are sponsored by a cooperating industry sponsor(s) as a special project and/or by the general fund of the Florida FFA Foundation.

REFERENCES

This list of references is not intended to be inclusive. Other sources may be utilized and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

- CRISP Publications, 1200 Hamilton Court, Menlo Park, CA 94025-1427 1-800-442-7477) FAX 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
- Calming Upset Customers, Rebecca L. Morgan ISBN 1-56052-384-0
- Telephone Courtesy & Customer Service, Loyd Finch ISBN 1-56052-064-7
- Sales and Service, Mike Martin Ditzenberger and Kidney. Selling-Helping Customers Buy. South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972) ISBN 0538605316
- Ditzenberger and Kidney, Selling-Helping Customers Buy, South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 0538605316.

**Agricultural Sales CDE
Team Event Scorecard**

Chapter Name: _____

State: _____

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	
TOTAL POINTS	150	

**Agricultural Sales CDE
Individual Sales Call Scorecard**

Student Name: _____ Chapter Name: _____

State: _____

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	
TOTAL POINTS	150	