

Virginia FFA Guide



Virginia FFA does not discriminate against employees, students, or applicants on the basis of race, color, sex, sexual orientation, disability, age, veteran status, national origin, religion, or political affiliation.

The Virginia FFA Association is a resource and support organization that does not select, control, or supervise local chapter or individual member activities except as expressly provided for in the state FFA constitution, bylaws, or policies.

AGRICULTURAL SALES

Philosophy for Virginia FFA Career Development Events

Students are important customers of agricultural education and the FFA who recognize quality and value in products and activities. When provided an opportunity to fashion their educational experiences, they generally make wise decisions based on needs, perceptions, image and the opinions of others influence students. They value change based on their perceived personal needs as well as the needs of others. They sometimes value change for the sake of variety. Adults are concerned about the experiences of students and want to help organize experiences that will meet the future needs of students while accomplishing the purposes of agricultural education and the FFA organization. The Virginia FFA Association should assume the leadership role in developing and continuously improving relevant FFA career development events and awards. Although the Virginia FFA Association should be aware of the needs of local chapters and should react to those needs, it should help initiate opportunities that reflect relevant and emerging technology.

Virginia FFA career development events and awards should be developed with significant input from FFA members, teachers, partners, respective industry sponsors, and others involved in agricultural education. Virginia career development events and awards should reflect instruction that currently takes place in the entire agricultural education program, including classroom instruction, laboratory instruction, individualized instruction, and/or supervised agricultural experience. However, it is appropriate for the state organization to develop career development events and awards that stimulate instruction in emerging areas that reflect both current and future community, national, and global work force needs. The authority for insuring the relevance of an FFA activity is ultimately vested in the Virginia FFA Advisory Council.

The state association should promote individual, chapter, and team career development events and awards. Chapter and team career development events and awards should be based on cooperation and teamwork while recognizing the value of competition and individual achievement. The role of career development events and awards is to motivate students and encourage leadership, personal growth, citizenship, and career development.

Students should be recognized for achievement in career development events and awards. Quality standards should be used as a basis for achievement. The state association should ensure that the recognition is appropriate and meaningful. Recognition for achievement should be reflective of the total effort required by the chapter/team/individual and should take place at all levels of participation.

The Virginia FFA Association shall encourage accessibility and provide opportunities for achievement and recognition for students with diverse backgrounds. High expectations should be consistently communicated to those who are involved in career development events and awards.

GENERAL RULES and OFFICIAL POLICIES

Violations of any of the following rules may be grounds for the event superintendent to disqualify the participants.

State FFA Staff and CDE Superintendents will use the published rules and procedures to organize and implement the State FFA Career Development Events. Event activities may not be conducted due to lack of necessary materials, expertise or extreme impact to event budgets.

TEAM ACTIVITIES

The primary goal of team career development events and awards is to develop individual responsibilities, foster teamwork, and promote communications while recognizing the value of ethical competition and the value of individual achievement. A team career development event/award requires two or more members from one chapter working cooperatively. Team career development events and awards are intended to be an outgrowth of instruction.

Team career development events and awards should:

- include problem solving and critical thinking.
- promote an appreciation for diversity by reducing barriers to participation.
- promote new directions and focus on future needs of members and society.
- include cooperative activities.
- encourage broad participation among members and recognize excellence within levels of experience.
- recognize individual and team achievement, develop general leadership, and recognize levels of ability.
- provide local recognition for superior performance at the state and national level.

ELIGIBILITY OF PARTICIPANTS

- 1) Each participant must be a current bona fide dues paying FFA member in good standing with the local chapter, state FFA association, and the National FFA Organization at the time of the career development event (or by May 1 for the Virginia FFA, whichever date comes first.) In the event a participant's name is not on the chapter's official roster for the years in which the dues were payable to the National FFA Organization, a past due membership processing fee of \$35, in addition to the dues must be paid.
- 2) The participant, in a State Senior Career Development Event, must be:
 - a. A high school FFA member, (a graduating senior is considered eligible to compete in state career development events the convention directly after graduation.)
(High school refers to grades 9-12.)
 - b. A middle school team consisting of all 8th grade FFA members.
 - c. While in school, be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event. If the student was previously enrolled in an agriculture class and was an FFA member, they may compete in a contest if they have scheduling issues (ex. Advanced Placement classes) that do not allow them be enrolled in an agriculture class but they must still have an SAE.
- 3) The participant in a State Junior Career Development Event must be:
 - a. at the time of the state competition has qualified as either a 7th, 8th or 9th grade member.
 - b. While in school, be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event.
- 4) The participant in a State Middle School Career Development Event must be:
 - a. At the time of the state competition has qualified as either a 6th, 7th or 8th grade member.
 - b. While in school, be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event.

- 5) To compete in the creed speaking event, the member has qualified as either a 7th, 8th or 9th grader by state convention.
- 6) CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team
- 7) The state supervisor/executive secretary of agricultural education must certify that participants are eligible. If an ineligible student is entered in any career development event, the entire team of which that student is a member may be declared ineligible.
- 8) The first contest that a school wins in the current year will be the contest that the individuals on that team will represent Virginia at the National FFA Convention. To explain, if an FFA chapter puts more than one current winner of an FFA contest on an additional team, then the second place team will be declared the State Winner and will compete at the National FFA Convention. If one person is a duplicate and the National rules allow for a three-person team, then the first place team will represent Virginia. If a student that wins a contest is declared ineligible, or cannot attend the Convention, then the other members of the team will be allowed to compete for individual awards only. (A medical waiver may be granted if a member of a winning team is unable to attend due to a medical condition.)
- 9) Individuals who have been state winners or have represented the state in any official national FFA career development event are not eligible to enter the same FFA event again. However, FFA junior division state winners are eligible for state senior division. Individuals on a state winning team cannot compete in that division again.
- 10) A chapter may enter any number of career development events; however, a chapter may have no more than one team in each division in each event.

CHECK-IN

Participants will check-in at the state FFA convention as indicated in the annual State Guidelines. Dates, hours and place of check-in will be sent annually to the agricultural education teacher. All participants will be given an identification number by which they will be designated throughout the event.

ADDITIONAL OPERATIONAL PROCEDURES AND POLICIES

- 1) **Emergency Conditions:** Under emergency conditions, a state team participating in a Virginia FFA Career Development Event may be made up of less than the required members. Fewer than the required number could compete if an emergency condition such as illness, death in the family or an act of God would occur. Those individuals competing would still be eligible to qualify for individual awards.
- 2) Event committees will strive to divide teams into groups so that no two participants from a team will be in the same group. In any case, no two members will be placed side-by-side.
- 3) **Disqualification:**
 - a. Any communication, verbal or non-verbal between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communication between team members during the team activity portion of a given career development event.
 - b. Teams arriving after the career development event has begun may be disqualified or penalized. No member substitutions may be made after the career development event begins.
 - c. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.
 - d. Event superintendents may stop any participant if they deem their manner to be hazardous either to themselves or others. Such stoppage shall deem the individuals disqualified for that section of the career development event.
 - e. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.
 - f. Participants will not be allowed to utilize personal electronic communication devices, other than those approved by the event officials, during the entire course of the event. Participants who access personal electronic communication devices without prior approval of the event officials will be disqualified.

- 4) Advisors
 - a. Advisors are not allowed to be in contact with their students at any point or time during the competition.
 - b. Advisors may only be allowed at the contest site if they are assigned to supervise a group or part of the contest
- 5) Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events. (Please see the latest edition of the Official FFA Manual.)
- 6) Official FFA dress is highly recommended for all participants where appropriate and is required for the awards presentation and recognition.
- 7) Participants or advisors will not be allowed in the career development event area as designated in the specific career development event rules. Infractions of this statement may result in team disqualification.
- 8) Accessibility for all students—all special needs requests should be submitted two weeks prior to the event for scheduling of assistance during event.
- 9) Results of all Virginia State FFA Career Development Events will be announced during sessions at State Convention.

TEAM AND INDIVIDUAL AWARDS

The ranking of teams and individuals in each of the career development events will be on the basis of three logical groups within the total range of scores. Awards will be distributed to the winning teams and individuals at award programs following the completion of the career development events.

VIRGINIA FFA ADVISORY COUNCIL

Purpose: To advise the State Staff on issues impacting both FFA Career Development Events and Awards to ensure:

- 1) All activities are consistent with industry needs.
- 2) All activities are available to all members.
- 3) All activities are conducted openly, fairly and in a quality manner.
- 4) Cooperation among various activities occurs, to the degree possible, to promote the interconnectedness of agriculture (i.e. forestry and agricultural mechanics or farm business management and dairy or livestock) and agricultural education (classroom, SAE, FFA).
- 5) New and innovative activities are being put forward for consideration.
- 6) As many students as possible have the opportunity to participate.
- 7) A constant process of local advisor in-service on proper use of these activities as tools for learning is being championed.
- 8) All activities are operated consistently with Advisory Council policy.
- 9) Activities are conducted within available budgets approved by the FFA Advisory Council and, if appropriate, Virginia FFA Foundation Board.

The Virginia FFA Advisory Council is a committee made up of sixteen members from all across the Commonwealth that meet bi-yearly. Along with sending their advice on important issues to the National FFA Board of Directors, the Council also discusses the past year's events, how to advance their association in the future, and address the suggestions and concerns brought up by agricultural teachers and other leaders of agriculture.

Membership of the Advisory Council

- 1) Ten members of the Virginia FFA Advisory Council are selected by the areas.
- 2) One member, who is agricultural education middle school advisor.
- 3) One member, who is a representative from Virginia Tech.
- 4) One member, who is a representative of Virginia State.
- 5) One member, who is the State FFA Advisor.

- 6) One member, who is a representative of FFA members, selected when elected State FFA President.
- 7) One member, who is the State FFA Specialist (State FFA Executive Secretary.)

Term

Members serve a three-year term except for the one FFA member representative who will serve a one-year term.

Chair

The chair of the advisory committee on awards and career development events will be elected each year.

Meeting Schedule

- 1) Annual fall meeting to report on the completion of activities at convention and provide input into the winter meeting agenda.
- 2) The annual spring meeting will allow for most of the committee's work to be conducted as a whole group and in sub-groups focused on specific issues or specific types of activities (e.g. team career development events, individual awards, chapter awards).

Local advisors should submit concerns suggestions to the state FFA Specialist/chair of the advisory board and their area representative at least two weeks in advance of the meeting.

Rules Committee on State Career Development Events

The advisory committee will meet only when needed and will make all final decisions on interpretation of the rules and regulations of the State FFA Career Development Events or awards programs.

Official judges' decisions are final. The announced results are the official results and awards may be duplicated as a result of the appeal.

Conflict of Interest

If there is a violation of a student whose advisor is a member of the advisory board, the advisor may not vote on the violation. A teacher from that area maybe used to fill in for the advisor whose student has possible committed the violation.

Official Dress Recommendations, Number of Participants, and Number of Scores from Team Total

Event	Official Dress Appropriate	Number of Participants	Number of Scores Allowed (per team) for Team Total
Agricultural Communications	Yes	5	5
Agricultural Issues Forum	Yes	3-7	Team Score Event
Agricultural Mechanics Sr.	FFA Shirt	4	Top 3 Scores
Agricultural Mechanics Jr.	FFA Shirt	3	3
Agricultural Sales	Yes	4	4
Crops Judging	*Yes/FFA Shirt	4	3
Computer Applications	Yes	1	1
Creed Speaking	Yes	1	Individual Event
Dairy Cattle Evaluation	*Yes	4	Top 3 Scores
Dairy Cattle Handlers' Activity	White/Jacket	1	Individual Event
Dairy Foods	Yes	4	Top 3 Scores
Envirothon	*Yes/FFA Shirt	5	5
Extemporaneous Public Speaking	Yes	1	Individual Event
Farm Business Management	Yes	4	Top 3 Scores
Floriculture	*Yes/FFA Shirt	4	4
Food Science and Technology	Yes	4	4
Forestry Field Day	FFA Shirt	7	7
Forestry Senior	FFA Shirt	4	Top 3 Scores
Forestry Junior	FFA Shirt	4	3
Horse Evaluation	*Yes	4	Top 3 Scores
Horse Hippology	Yes	4	Top 3 Scores
Horticulture Demonstration	FFA Shirt	1-2	1-2
Job Interview	Yes	1	Individual Event
Jr. Dairyman's	FFA Shirt	4	Top 3 Scores
Jr. Forester's	FFA Shirt	4	Top 3 Scores
Jr. Stockman's	FFA Shirt	4	Top 3 Scores
Livestock Evaluation	*Yes	4	Top 3 Scores
Marketing Plan	Yes	3	Team Score Event
Meats Evaluation & Technology	FFA Shirt	4	Top 3 Scores
Middle School Agriscience Technology	FFA Shirt	4	3
Middle School FFA Quiz Bowl	Yes	4	4
Middle School Food & Fiber	FFA Shirt	4	3
Middle School Plant Science	FFA Shirt	4	3
Middle School Small Animal Care	FFA Shirt	4	3
Nursery/Landscape	FFA Shirt	4	Top 3 Scores
Parliamentary Procedure Senior	Yes	6	Team Score Event
Parliamentary Procedure Junior	Yes	6	Team Score Event
Poultry Evaluation	FFA Shirt	4	Top 3 Scores
Prepared Public Speaking Senior	Yes	1	Individual Event
Prepared Public Speaking Junior	Yes	1	1
Small Engines	FFA Shirt	1	1
Soils Judging	FFA Shirt	4	Top 3 Scores
Tractor Operator's	FFA Shirt	1	1
Tractor Troubleshooting	FFA Shirt	2	2

Please remember that all participants are required to wear complete official dress, as outlined in the National FFA Official Manual, to all award functions.

***Official Dress is required for the reasons part of this CDE**

-An FFA Shirt is any shirt purchased from the National, State or Local FFA or any plain shirt that has an FFA emblem or FFA sticker on it.

AGRICULTURAL SALES

I. PURPOSE

The purpose of the Agriculture 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.

II. OBJECTIVE

The objective is to develop the skill sets necessary to be successful in sales. These would include the following:

A. COMMUNICATION SKILLS

1. Verbal Communication - both face to face and by telephone
2. Written Communication
3. Interactive Communication - to be able to listen and question in order to gather information

B. PRODUCT KNOWLEDGE

1. Features and benefits of a product
2. Identifying potential customer objections
3. Knowledge of proper use of product

C. SALES PROCESS

1. Identifying prospective customers through marketing and historical data
2. Developing an approach that introduces your product to your prospective customer including but not limited to cold calling, advertising, and or internet applications
3. Develop an interactive, personal sales presentation that determines and addresses customers' needs and objections
4. Attempt trial closes to close the sale and accurately take the order
5. Developing the basic business structure necessary to sell and deliver a product

D. MAINTAINING CUSTOMERS

1. Establish and build customer confidence in you and your product
2. Address customer complaints including:
 - a. Defective merchandise.
 - b. Maintain customer contact and place additional orders for sales.
 - c. Review product performance.

III. EQUIPMENT

Materials student must provide- Each participant must have a clean, free of notes clipboard, two sharpened No. 2 pencils, and an electronic calculator. Calculators used in this event should be battery operated, non-programmable, silent with large keys and large displays. Calculators should have only these functions- addition, subtraction, multiplication, division, equals, percent, square root, +/- key, and one memory register. No other calculators are allowed to be used during the event.

IV. EVENT RULES

1. **Team Make-up-** The event will be a team event consisting of four students. A team may compete with less than four members. All students' scores (maximum of 4) will count towards the team total.
2. Official dress is highly recommended for all participants during the event.
3. **Each set of judges will event of two judges and their scores will be averaged.**

IV. EVENT FORMAT

The model agricultural sales event will consist of four parts:

- Team Sales Situation
- Written Test
- Sales Call

All team members will participate in the written test and sales presentation components of the event. Using the team approach, each team competes as a group in the team sales.

A. Team Sales Situation (200 Points)

The Team Sales Situation is the team activity. Team members work together to demonstrate group dynamics, problem solving, data analysis, decision making, and oral and written communication skills.

The following information will be provided to the team as if they were a group of professional sales-people:

1. A product (including features and price - if applicable)
2. Market situation (including competition)
3. Several potential customers

The team will then develop all the strategy necessary to prepare to sell the product in a face to face sales call. This strategy should include but not be limited to:

1. Determining potential customer needs and wants.
2. Identifying features and benefits of the products to address customers' needs and wants.
3. Identifying potential customer objections and prepare to address them.
4. Identifying potentially related products and suggested selling strategies.
5. Developing a sales plan and goals for each customer.

It is critical to remember that in addition to the final presentation being judged, teamwork and equal involvement of all team will also be judged. Also it is critical to not only state what you chose to do, but why you chose to do it. In selling there is no absolute right or wrong answers. Demonstrating the basic fundamentals necessary to accomplish your goal is essential. Members will be expected to participate. The judges will act as the audience, but will not engage in dialog during the presentation. Participants may utilize any materials provided in the team event for the presentation. It is important that all team members speak up during the entire process so that the judges can hear what is being said, and so they can observe how the team is working together.

Each team will be given twenty-five (25) minutes to examine all information provided, discuss and develop ideas and prepare a presentation. Teams may bring a laptop computer and utilize PowerPoint for their presentations. If a laptop computer is utilized, the presentation will be presented on the laptop screen. Projectors will not be allowed. Desktop computers will not be allowed. Each team will be responsible for the power supply for their computer. Each team will then have ten (10) minutes with an eight (8) minute warning to make their presentation followed by five (5) minutes for questions.

Scoring Criteria for Team Sales Situation

1. **Teamwork Evaluation (50 points)**
 - a. Leadership roles easily perceived.
 - b. Participation by each member of the team.
 - c. Members demonstrated effective listening and communication skills
2. **Analysis of the information (40 points), 20%**
 - a. Clearly identify the product features and the market for that product.
 - b. Provided information and data is analyzed and utilized.
 - c. Demonstrate the use of basic sales skills

3. **Quality of the Team's Solution (70 points), 35%**
 - a. Identify sales goal for each customer and or market segment.
 - b. Identify the key benefits of the product.
 - c. Identify potential customer objections and develop strategies to address those objections.
 - d. Possible solutions are discussed and analyzed.
 - e. Justify decisions

4. **Presentation (20 points) 10%**
 - a. Presents team's solution.
 - b. Overall delivery professional and well thought out.
 - c. Presentation is clear and effective.
 - d. All team members participated.

5. **Questions are Taken From: (20 points) 10%**
 - a. Teamwork evaluation.
 - b. Analysis of the information.
 - c. Presentation

TOTAL - 200 POINTS

B. INDIVIDUAL ACTIVITIES

1. Objective Written Test (100 Points)

The objective test of the Agricultural Sales Career Development Event is designed to evaluate an individual participant's knowledge of the basic sales skills. Using the listed references as a resource, a twenty-five (25) question test will be administered with four points awarded for each correct answer for a possible score of one hundred (100) points. Each participant will have forty (40) minutes to complete the test. True/False, multiple choice, essay and short answer questions may be utilized.

2. Sales Call (100 Points)

- a. The participant will select an agricultural 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

- b. The size of any props and products will not exceed what an individual participant can handle and will fit on a standard 30 inch x 48 inch folding table. In the event more than one team member sells the same product, each individual team member must have their own props allowing all team members can compete at the same time.
Note: No flammable or corrosive materials can be brought into the event area.

- c. The participant will give three copies of the participant's project summary sheet (see "d") to the judges before beginning their Sales Presentation. The judges will inform the participant when they are ready to begin.

- d. The product summary sheet will be **one page, single sided and 12 pt. font (Times, Times New Roman or Arial)**. Participant's name and chapter will be in the upper left-hand corner. The product summary sheet should clearly state the role of the customer (event judge). Examples include dairy farmer, purchasing agent, etc. The summary sheet should include the following:
 - Representation (company/chapter)**
 - Role customer is to play**
 - Product to be sold**
 - Features of the product**
 - Method of demonstration**

Sales call objective
Product or service price
Examples of two or more competing products and their prices

- e. Each participant will be allowed fifteen (15) minutes for his/her sales call with a time warning at twelve (12) minutes. The sales call will conclude at fifteen (15) minutes. The sales call will be interactive between the participant and all judges. f. No two team members will be judged by the same set of judges.

V. SCORING

Team Sales Situation

Teamwork Evaluation	50
Leadership roles easily perceived. Participation by each member of the team. Members demonstrated effective listening and communication skills.	
Analysis of the information	40
Clearly identify the product features and the market for that product. Provided information and data is analyzed and utilized. Demonstrate the use of basic sales skills.	
Quality of the Team's Solution	70
Identify sales goal for each customer and or market segment. Identify the key benefits of the product. Identify potential customer objections and develop strategies to address those objections. Possible solutions are discussed and analyzed. Justify decisions.	
Presentation	20
Presents team's solution. Overall delivery professional and well thought out. Presentation is clear and effective. All team members participated.	
Questions are Taken From	20
Teamwork evaluation. Analysis of the information. Presentation.	
TOTAL POINTS	200

Sales Call

Pre-call Planning	15
Anticipating customer needs, Product knowledge	
Approaching the Customer	10
First Impression, Create customer attention Establish Rapport	
Determining Customer's Wants & Needs	15
Ask leading questions. Demonstrate good listening skills	
Demonstration	20
Product features and benefits relevant to customer's wants. Allow customer to participate	
Customer Objections	20
Identify and handle customer objections	
Closure	20
Confirming customer interest trial close. Recognize closing opportunities. Ask for a buying decision	
TOTAL POINTS	100

Total Team Score Possible

Team Sales Situation scores	200
Sales Calls	400
Individual Sales Situations scores	400
Test scores	400
TOTAL POSSIBLE	1400

V. TIEBREAKERS

Should a tie occur in the individual scores, the highest sales presentation score will break the tie. If the tie cannot be broke using the sales presentation score, the highest written test score will be used. Should a tie occur in the team scores, the highest team sales situation score will break the tie. If the score is still tied then (in order) the sales presentations and then written test.

VI. AWARDS

Awards will be presented during a session at state convention. Awards are presented to teams as well as individuals based upon their rankings.

VII. 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.

Ditzenberger and Kidney. *Selling- Helping Customers Buy*. South-Western Publishing Company, Cincinnati, Ohio, 1992, (1-800-543-7972) ISBN 0538605316

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, Walla Walla
Washington, <http://waae.wsu.edu/National%20Sales%20Guide%202003%20-04.pdf>

Agriculture Sales

Chapter: _____

TEAM SALES SITUATION

Category	Possible	Score
Teamwork Evaluation <ul style="list-style-type: none"> • Leadership roles easily perceived • Participation by each member of the team • Members demonstrated effective listening and communication skills 	50	
Analysis of the Information <ul style="list-style-type: none"> • Clearly identify the product features and the market for that product • Provided information and data is analyzed and utilized • Demonstrate the use of basic sales skills 	40	
Quality of the Team's Solution <ul style="list-style-type: none"> • Identify sales goal for each customer and/or market segment • Identify the key benefits of the product • Identify potential customer objections and develop strategies to address them • Possible solutions are discussed and analyzed • Justify decisions 	70	
Presentation <ul style="list-style-type: none"> • Presents team's solution • Overall delivery professional and well thought out • Presentation is clear and effect 	20	
Questions are Taken From: <ul style="list-style-type: none"> • Teamwork evaluation • Analysis of the information • Presentation 	20	
Total Score:	200	

Agriculture Sales

Name: _____ Chapter: _____

Individual Sales Presentation

Category	Possible	Score
Pre-call Prep <ul style="list-style-type: none"> • Project Summary Sheet • Anticipating customer needs • Product Knowledge 	30	
Approaching the Customer <ul style="list-style-type: none"> • First Impression • Create Customer Attention • Determine Wants • Establish Rapport • Ask Leading Questions • Demonstrate good listening skills 	10	
Demonstration <ul style="list-style-type: none"> • Product Features and Benefits relevant to customer's wants • Allow Customer to Participate • Confirming Customer Interest (trial close) 	30	
Customer Objections <ul style="list-style-type: none"> • Identify Customer Objections • Handle Customer Objections 	10	
Closure <ul style="list-style-type: none"> • Recognize Closing Opportunities • Ask For the Order 	20	
Total Score:	100	

AGRICULTURAL SALES

CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you demonstrate the professional sales process, including customer relations, advertising and promotion, telephone skills and product display. At the competition, members complete a 50-question test, present a project summary and make a sales presentation for an agricultural product. They also complete one of four practical problems and cooperatively solve a market analysis problem.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – sales manager, field sales representative- crop production, field sales representative- agricultural equipment, field sales representative- chemicals and pharmaceuticals, computer salesperson, building product sales
- **Management and Financial Specialties** – export sales manager, marketing manager, agricultural consultant, agricultural economist
- **Marketing, Merchandising, and Sales** – food broker, commodity broker, marketing manager, feed sales, retail sales, product development, pharmaceutical sales

Educational Requirements

- **High School Diploma** – retail sales
- **Bachelor Degree** – sales manager, field sales representative- crop production, field sales representative- agricultural equipment, field sales representative- chemicals and pharmaceuticals, computer salesperson, building product sales, export sales manager, marketing manager, agricultural consultant, agricultural economist, food broker, commodity broker, marketing manager, feed sales
- **Graduate Degree** – product development

SAE Opportunities

Raising a horticultural crop and selling it for a profit, raising and selling livestock animals for a profit, employment at an implement dealership building product displays, employment at a veterinarian clinic caring for small animals, operating a custom hay baling business, selling vegetables at a farmer's market, raising honeybees and selling the honey, chopping, delivering, and selling firewood, establishing a lawn mowing service

Proficiency Award Areas

Agriculture Sales and/or Service

Curriculum Resources

- Chris G. Yorke. *Agricultural Sales*. ACRO Press, 1925 Main Street, Vancouver, WA 98660 (360) 693-9101
- Ron Schneiderheinze, Christina Wood. *Agribusiness Sales, Marketing and Management*. Instructional materials Laboratory, London Hall, University of Missouri, Columbia, MO 65211 (1-800-669-2456 or (573) 882-2883)
- Ditzenberger and Kidney. *Selling- Helping Customers Buy*. South-Western Publishing Company, Cincinnati, Ohio, 1992, (1-800-543-7972) ISBN 0538605316
- 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
 - Effective Sales Management, Tom Johnson ISBN 1-56052-384-0
 - Telephone Courtesy & Customers Service, Loyd Finch ISBN 1-56052-054-7
 - Marketing Strategies for Small Businesses, Richard F. Gerson ISBN 1-56052-172-4