AGRICULTURAL SALES

****Even Years the event will be held at Oregon State University**
****Odd Years the event will be held at Eastern Oregon University**

Students competing in the **Agricultural Sales Career Development Event (CDE)** gain experience and skills essential to the production and marketing of agricultural products. The team event illustrates related careers and offers a firsthand look at developing product knowledge and driving sales.

Each team in the Agricultural Sales CDE consists of four students with each person's effort contributing to the team's final score. The Agricultural Sales CDE will consist of four parts: a written test (based upon the last four years of national tests), oral sales presentation, a series of practicums and the team activity. All team members will participate in the test, sales presentation component and the team activity of the CDE. All State Ag Sales teams must be prepared for a full-day of competition

This CDE is particularly suited to students interested in future careers involving sales and marketing, while also growing student skills in customer relations, advertising and sales concepts.

ALIGNMENT TO AFNR CONTENT STANDARDS & OREGON EMPLOYABILITY SKILLS

- Employability 01. Adhere to workplace practices
- Employability 02. Exhibit personal responsibility and accountability
- Employability 03. Practice cultural competence
- Employability 04. Demonstrate teamwork and conflict resolution
- Employability 05. Communicate clearly and effectively
- Employability 06. Employ critical thinking to solve problems
- Employability 07. Demonstrate creativity and innovative thinking
- Employability 08. Demonstrate fluency in workplace technologies
- Employability 09. Plan, organize, and manage work
- Employability 10. Make informed career decisions
- ABS.01.01. Performance Indicator: Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business.
- ABS.04.02. Performance Indicator: Develop production and operational plans for an AFNR business.
- ABS.05.01. Performance Indicator: Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.
- ABS.05.02. Performance Indicator: Assess and apply sales principles and skills to accomplish AFNR business objectives.
- ABS.05.03. Performance Indicator: Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.
- CRP.02.01. Performance Indicator: Use strategic thinking to connect and apply academic learning, knowledge and skills to solve problems in the workplace and community.
- CRP.04.01. Performance Indicator: Speak using strategies that ensure clarity, logic, purpose and professionalism in formal and informal settings.
- CRP.04.03. Performance Indicator: Model active listening strategies when interacting with others in formal and informal settings.
- CRP.05.01. Performance Indicator: Assess, identify and synthesize the information and resources needed to make decisions that positively impact the workplace and community.
- CRP.05.02. Performance Indicator: Make, defend and evaluate decisions at work and in the community using information about the potential environmental, social and economic impacts.
- CRP.06.01. Performance Indicator: Synthesize information, knowledge and experience to generate original ideas and challenge assumptions in the workplace and community.
- CRP.08.01. Performance Indicator: Apply reason and logic to evaluate workplace and community situations from multiple perspectives.
- CRP.08.02. Performance Indicator: Investigate, prioritize and select solutions to solve problems in the workplace and community.
- CRP.12.01. Performance Indicator: Contribute to team-oriented projects and builds consensus to accomplish results using cultural global competence in the workplace and community.
- CRP.12.02. Performance Indicator: Create and implement strategies to engage team members to work

toward team and organizational goals in a variety of workplace and community situations (e.g., meetings, presentations, etc.).

RULES AND REGULATIONS

1. The State Agricultural Sales CDE is limited to two advanced teams per district, with a third team allowed if there are **nine or more chapters** participating at the District CDE.

2. A team consists of 4 eligible members. Their score will be used to determine the team score.

3. Teams will follow the rotation given out at the event. No deviations from the rotation will be allowed. Contestants not at their designated practicum, test, or sales presentation on time will receive a zero for that section.

4. Judges are prepped using these instructions.

PART I - SALES PRESENTATION

1. All participants will conduct a sales presentation.

2. Official FFA dress required.

3. The contestant will select an agricultural product representing one of the seven instructional areas:
   - Agricultural Mechanics
   - Agricultural Production
   - Agricultural Products and Processing
   - Agricultural Supplies and Services
   - Forestry
   - Natural Resources and Rural Recreation
   - Ornamental Horticulture

4. Three copies of the contestant's project summary sheet (see E below) will be given to state staff at the time of registration at the CDE site by the contestant.

5. The product summary sheet will be **one page, single sided and 12 pt. font (Times, Times New Roman or Arial).** Participants 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
   - Features of the product
   - Product to be sold
   - Method of demonstration
   - Sales call objective
   - Product or service price
   - Examples of two or more competing products and their prices.

6. Each contestant will be allowed 15 minutes for his/her presentation for the selling and close and additional judges' questions. A warning shall be provided at 12 minutes.

7. Each set of judges will consist of two qualified individuals. One judge will serve as the customer. No two team members will be judged by the same set of judges.

8. Evaluation Criteria
   - Pre-Approach:
     - Anticipating customer needs
     - Product Knowledge
   - Approach

    - First impressions
    - Create customer attention
    - Determine customer wants
    - Establish rapport
- Demonstration
    - Feature and related customer benefits
    - Allow customer to participate
    - Attempt trial closes
- Handling customer objections
    - Identify customer objections
    - Handle customer objections
- Closing the sale
    - Ask for the order
    - Recognize closing opportunities

SALES PRESENTATION SCORE CARDS

Name_____ Contestant No._____

Chapter _____

Category	Excellent	Good	Fair	Possible (100)	Contestant Score
1. Pre-approach ● Anticipating Customer Needs: 5pts ● Product Knowledge: 10pts	**15-12**	**11-8**	**7-4**	**(15)**	
2. Approach ● First Impressions ● Create customer Attention ● Determine Wants ● Establish Rapport	**15-12**	**11-8**	**7-4**	**(15)**	
3. Demonstration ● Features and Customer Benefits ● Allow Customer to participate ● Attempt Trial Close	**30-24**	**23-16**	**15-8**	**(30)**	
4. **Customer Objections** ● Identify Customer Objections ● Handle Customer Objections	**20-18**	**17-14**	**13-11**	**(20)**	
5. Closure ● Recognize Closing Opportunities ● Ask for the Order	**20-18**	**17-14**	**13-11**	**(20)**	
				TOTAL POINTS	

PART II - OBJECTIVE TEST

The objective test of the Agricultural Sales CDE is designed to test 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 and customer prospecting. Test questions will be taken from past four year's National FFA Ag Sales Tests, available from National FFA. The current years test banks can be found here.

A. Team members will work individually.

B. The test will consist of 50 multiple choice and true/false questions with 50 minutes allowed for completion of this section of the CDE.

C. Fifty points are allowed for this section of the CDE. One point per question.

PART III - PRACTICUMS

Each contestant will complete one of the four designated practicums in the CDE. Each team will complete all four practicums with each team member completing a different practicum. Each contestant will be pre-assigned the practicum by the team coach prior to the CDE. All materials used in the practicums will be furnished by the CDE site. Each practicum will be worth a total of 50 points per team member. The practicums are: Customer Relations, Advertising and Promotion, Prospecting, and Telephone Skills.

Practicum's Theme Rotational Pattern

2026-2027 Crop Industry
2027-2028 Natural Resources
2028-2029 Horticulture Industry
2029-2030 Agricultural Mechanics
2030-2031 Animal Industry

CUSTOMER RELATIONS PRACTICUM

The customer relations scenario will realistically portray a customer relations problem which may occur in agricultural sales and involves both technical information and human relation problems. The sales person (contestant) will be provided with the company policy or philosophy concerning merchandise return and refunds prior to performing the practicum.

Types of problems which may be used are:

1. Return of merchandise sold
2. Defective merchandise
3. Lack of understanding in use of merchandise
4. General customer service

The contestant will perform in a room in which a "customer" will enter and explain a specific complaint. Performing within the guidelines provided to the contestant prior to entry into the CDE room, the contestant will attempt to work with the customer to determine the basis for the complaint and determine the proper course of action to resolve the issue.

Ten minutes will be allowed for the contestant to demonstrate his/her customer relations skills. There will be an eight minute warning. Two judges will be used and their scores will be averaged. One judge will interact with the contestant for the entirety of the contest and serve as the customer. The other judge will only observe in a passive role.

ADVERTISING AND PROMOTION PRACTICUM

Contestants will prepare a printed advertising "copy" for a newspaper, magazine, or flyer. The contestant will use the computers provided, adhere to the guidelines, and use the time allocated for preparation and

presentation.

A. Print Media: Newspaper, Magazine, or Flyer
Use the computer to prepare the "copy" and design the layout of an advertisement scheduled to appear in a designated newspaper or magazine, or presented via direct mail as a flier. The software utilized will be canva (Free Version). The contestant will have 30 minutes to prepare this advertisement.

All materials will be provided at the CDE site. The contestant is responsible for creation and submission. Submission of the final project must be turned in using the instructions provided by state staff at the event. Only the final product will be judged. At the designated time, final products will be collected, judged and scored.

PROSPECTING PRACTICUM

The event officials will select a sales situation. The participant will be given a product description. The participant will then approach, or place a telephone call to, a customer, and by interaction with that customer determine if the customer is a prospect. The participant will then attempt to sell that product to the customer, or gain an appointment for a future sales call; whichever is appropriate for the scenario. The appropriate goal(s) will be clarified in the scenario. The participant will have ten (10) minutes to read over the product description and the sales situation. Ten (10) minutes will be allowed with a seven (7) minute warning to interact with the judges. Two judges will be utilized with one judge playing the role of the customer.

The emphasis of this event is on strong opening statements to get the prospect's attention and asking good questions to evaluate the prospect's needs.

TELEPHONE PRACTICUM

The participant will demonstrate the skills used when taking an order over the telephone and incorporating problem solving and/or suggestive selling of additional product(s).

The event officials will select a scenario typical for an agricultural company. The participant will be provided with a promotional flyer, catalog, or other promotional material that has been mass mailed to select agricultural prospects and customers. Participants will also be provided with an order form and any updated information since the mailing of the promotional material. This may include such information as out of stock or price reduction news. Participants will be given the scenario and supportive materials ten (10) minutes before the event and will have ten (10) minutes to demonstrate the skills over the telephone to the judges with a seven (7) minute warning.

One judge will interact with the contestant for the entirety of the contest and serve as the customer. The other judge will only observe in a passive role.

PART IV – TEAM ACTIVITY

TEAM ACTIVITY (100 Points)

The Team Sales Situation is the team activity. The goal of the Team Sales Situation is to incorporate all the basic fundamentals of the event. Team members work together to demonstrate group dynamics, problem solving, data analysis, decision making, and oral and written communication skills. Team members will coordinate the sales skills they have learned along with the individual skills learned in the practicums.

The following information will be provided to the team as applicable:

1. A product (including features and price - if applicable)
2. Market situation (including competition)
3. Area demographics
4. Company information
5. Description of present and/or potential retail and/or wholesale outlets
6. Community information
7. Transportation, distribution and storage information

8. Existing marketing problems

All team 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. It is critical to remember that not only will the final presentation be judged, but also the teamwork and equal involvement of all team members. Also critical is not only stating what you chose to do, but why you chose to do it. In selling there is no absolute right or wrong answer. Demonstrating the basic fundamentals necessary to accomplish your goal is essential.

The Team Sales Situation will be broken into following three components:

1. Introduction and initial development
2. Presentation development
3. Presentation

There will be 4 prep rooms for the team activity and one room for team judging for the Sales CDE. A rotational system will be developed to allow for efficient use of each prep room; each prep room will be staggered at 15 minute intervals. Each team will be given a minimum of five minutes (5) to read over the supplied information when they are called into the event area. Mock research and data will be provided per team. Each team will then have twenty (20) minutes to develop the basic information and decisions necessary for the presentation to be built upon. This will occur while being observed by at least two judges. The basic information should include (at a minimum): selecting the demographic consumer group, identifying product features, identifying customer objections, and developing a plan so that all members of the team have definable goals and areas of responsibility.

The team will be moved to another area to work unobserved and be allowed thirty (30) minutes to develop their presentation. The Oregon FFA will provide all materials for the team activity (computer, flip charts, markers, blank paper), no additional items from teams will be allowed.

The team will then be judged based on their presentation. Each team will have fifteen (15) minutes with a twelve (12) minute warning to make their presentation followed by a five (5) minute section for questions.

The team will develop a presentation that consists of the following:

1. Identify the demographic consumer group the product will be targeted for.
2. Identify the key features and benefits of the product.
3. Identify potential customer objections and develop strategies to address those objections.
4. Develop a team plan that utilizes all team members:
    a. Establish a service center for your product to include:
        1. An order taking and processing department
        2. A customer relations department to handle complaints, returns, product education, etc.
        3. Establish a marketing department to include an advertising program for both product introduction and ongoing promotion.
    b. Identifying and conducting several methods of prospecting for new customers within your targeted consumer group.

Scoring Criteria for Team Sales Situation

1. Teamwork Evaluation *(25 points)*, 25%

a. Leadership roles easily perceived.
b. Participation by each member of the team.
c. Member responsibilities outlined and defined.
d. Members demonstrated effective listening and communication skills.
e. Demonstrated a wise use of time.

2. Analysis of the information *(20 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.
d. Possible solutions are discussed and analyzed.

3. Quality of the Team's Solution *(35 points)*, 35%

a. Identify the demographic consumer group the product will be targeted.
b. Develop a plan to introduce that product to those consumers.
c. Identify the key features of the product.
d. Identify potential customer objections and develop strategies to address those objections.
e. When applicable identify and select possible media utilization that would benefit sales.
f. Demonstrate a team plan to so that all team members are utilized.
g. Identify several methods of prospecting for customers within your targeted consumer group.
h. Develop a plan to sell, supply, and maintain the product.

4. Presentation *(10 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: *(10 points)*, 10%

a. Teamwork evaluation.
b. Analysis of the information.
c. Team Sales Solution content.
d. Presentation.

TOTAL = 100 points

TIEBREAKERS

Individual

In the event of a tie in individualized scores, the following events will be used to determine award recipients:

1. Written exam.
2. Individual sales call.
3. Team activity.

Team

In the event of a tie in team scores, the following events will be used to determine award recipients:

1. Written exam.
2. Team activity.
3. Total individual sales activity.

TEAMWORK EVALUATION SCORESHEET
TEAM ACTIVITY

Chapter_____ Team No._____

Category		Evidence witnessed in the following areas:				
● **Leadership roles easily perceived**						
● **Participation by each member of the team**.						
● **Member responsibilities outlined and defined.**						
● **Members demonstrated effective listening and communication skills.**						
		Excellent	**Good**	**Fair**	**Possible**	
1. Teamwork Evaluation ● *Discussion period*		**25-20**	**19-14**	**13-6**	**(25)**	

TOTAL SCORE

TEAM ACTIVITY SCORE CARD

Chapter_____ Team No._____

Category	Excellent	Good	Fair	Possible (100)	Score
1. Teamwork Evaluation	**25-20**	**19-14**	**13-6**	**(25)**	
2. Analysis of the information ● Clearly identify the product features and product market. ● Provided information and data is analyzed and utilized. ● Demonstrate basic sales skills. ● Possible solutions are discussed and analyzed.	**20-16**	**15-11**	**10-5**	**(20)**	
3. Quality of Team's Solution ● Identify the targeted demographic consumer group. ● Develop a plan to introduce product to those consumers. ● Identify the product's key features. ● Identify potential customer objections and develop strategies to address objections. ● When applicable identify and select possible media use to benefit sales. ● Demonstrates team plan so all team members are utilized. ● Identify several methods of prospecting for customers within targeted consumers. ● Develop a plan to sell, supply, and maintain the product.	**35-28**	**27-19**	**18-9**	**(35)**	
4. **Presentation** ● Presents team's solution. ● Overall delivery professional and well thought out. ● Presentation is clear / effective. ● All team members participated.	**10-8**	**7-5**	**4-2**	**(10)**	
5. Questions, taken from: ● Teamwork evaluation. ● Analysis of the information. ● Team Sales Solution content. ● Presentation.	**10-8**	**7-5**	**4-2**	**(10)**	
				SUB-TOTAL POINTS	

Judges Signatures: _____

TEAMWORK EVAL

TOTAL POINTS

Student: _____ Chapter: _____

CUSTOMER RELATIONS SCORECARD		
	Possible Points	Contestant Points
Conversation		
Voice - tone, empathy, grammar	8	_____
Attitude - pleasant, friendly	8	_____
Information		
Requested from customer	8	_____
Provided to customer	8	_____
Assessment		
Correct identification of problem	6	_____
Correct solution prescribed	6	_____
Closing		
Review, closure	6	_____
TOTAL POINTS	50	_____

Student: _____ Chapter: _____

PROSPECTING SCORECARD		
	Possible Points	Contestant Points
Greeting/Opening Statement Clearly identify self and company Build interest in product/service	15	_____
Qualify the prospect Question for customer needs Demonstrate good listening skills	15	_____
Provide features and benefits Describe features and benefits appropriate to the prospects needs	10	_____
Close the interview or sale Ask for the order Ask for an appointment Review the order or commitment	10	_____
TOTAL POINTS	**50**	_____

Student: _____ Chapter: _____

ADVERTISING AND PROMOTION
SCORE CARD

	Possible Points	Contestant Points
Knowledge of Subject Matter	10	_____
Creativity	12	_____
Effectiveness of Ad	12	_____
Appropriateness	8	_____
Neatness/Clarity	8	_____
TOTAL POINTS	50	_____

Student: _____ Chapter: _____

TELEPHONE SCORECARD		
	Possible Points	Contestant Points
Greeting Pleasant, Businesslike	5	_____
Clarify and confirm the order Repeat each item Include product numbers (If appropriate) Confirm availability	20	_____
Suggestive/consultative selling Suggest related products Note items on special Offer substitutes for no stocks	20	_____
Close the order Repeat the order Ask for other needs Confirm delivery date	5	_____
TOTAL POINTS	**50**	_____