

Ag Sales (Individual) CDE

This is a LEADERSHIP CDE.

2013 Chairperson: Marla Shifflett, Afton

I. Overview

The purpose of this event is to prepare FFA members in developing skills and techniques important toward becoming successful salespersons of agricultural products.

This is a Sub-District, District & State Level Event.

II. Rules

The rules governing Sub-District, District and State events, in addition to those for all events, are as follows:

1. All participants should appear in FFA dress.
2. Guidelines for the two page, double spaced, typed summary sheet:
 - Name of participant
 - Statement of situation, circumstances, location, etc.
 - Representing (company or chapter)
 - Product to be sold
 - Features of the product
 - Product structure
 - Warranty
 - Service availability
 - Demonstration or function (if appropriate)
 - Competitors (at least 2) and pertinent information
 - Price
 - Closing statement or method
3. The written materials or brochures may be publications prepared by the company or may be prepared by the participant. There is no preference to which the participant uses.
4. Four copies of the product summary sheet and four copies of the product materials and brochures must be enclosed in four separate manila envelopes (not file folders), one for each of the four judges. The participant's name and school post office must be on each envelope.
5. Each participant will sell one agricultural product that he/she brings to the event and/or the necessary materials such as pamphlets and sales bulletins. The participants will sell to one of the judges that has assumed the active role of the customer and this judge shall role-play the ag sales situation. (The same judge will assume the role of the customer for all participants.) The participant must attempt to bring the sale to a close.
6. There shall be four judges for this event. One will role-play the customer and the other three will score the participants. The judge to serve as a customer will be selected by the respective Sub-District Advisor, District Advisor, or State FFA Staff. The participant will be notified of which judge this is upon entering the event room. The customer judge may assist the other three judges in making the final evaluations, but will not complete score forms or critique sheets.

7. Judges may write comments on any of the materials, brochures, or summary sheets. Judges are to use the official score form for the event on which to write comments. The blue critique sheets will not be used for this event.
8. At the beginning of the sales presentation, each participant will explain to the judges: situation, circumstances, location, and etc. Failure to give an oral explanation of the sales situation before starting the sales presentation shall result in a five-point deduction. Time for the sales presentation shall not begin until after the sales presentation begins.
9. Each participant will be allowed 6-12 minutes for his/her presentation with a verbal "10 minutes" warning and a time card displayed; this will be a signal to the participant and the "customer" judge that the sale needs to be brought to a close. Points will be deducted for presentations exceeding twelve minutes or less than six minutes (.1 point per second overtime or under time). An additional 5 minutes will be allowed for questions over the product and/or presentation. Questions will not be asked by the observing judges during the sales presentation. Presentation time limit will be called at 15 minutes.
10. At Sub-District level, it is permissible to deliver the written materials to the Sub-District Advisor the day of the event. Written materials will be returned following the Sub-District event. Materials for the advancing teams may be revised and delivered at registration of the District event.
11. At District level, it is permissible to deliver the written materials to registration the day of the event. Written materials will be returned following the District event. Materials for the advancing teams may be revised.
12. Written materials of advancing chapter must be postmarked to the FFA Enrichment Center ten (10) business days following the District event.
13. The judges in each Sub-District shall designate the top two individuals to compete in the District event. The judges shall also name an alternate.
14. The judges in each District shall designate the top two individuals to compete in the State event. The judges shall also name an alternate.
15. The judges at the State level shall designate the top three individuals.

III. Resource Information

IV. Awards

Sub-District:	Chapters:	FFA Certificate	(Awarded in Chapter Packets at SDLC)
	Individuals:	FFA Certificates	(Awarded in Chapter Packets at SDLC)
District:	Chapters:	FFA Certificate	(Awarded in Chapter Packets at DLC)
	Individuals:	FFA Certificates	(Awarded in Chapter Packets at DLC)
State:	Chapters:	FFA Certificate	(Awarded in Chapter Packets at SLC)
	Individuals:	FFA Certificates	(Awarded in Chapter Packets at SLC)
	Champion Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded in Chapter Packet at SLC)
	Reserve Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded in Chapter Packet at SLC)
	3 rd Place Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded in Chapter Packet at SLC)
	Gold Individuals:	CDE Pin	(Awarded in Chapter Packet at SLC)

All awards subject to available sponsorship through the Iowa FFA Foundation.

V. Event Hosting Guidelines/Checklists

Needed Materials Checklist:

- ___ Copies of Ag Sales Written Materials
- ___ Ag Sales Judges Score Form on white (1 copy x 3 judges x Total Number of Contestants)
- ___ Ag Sales Individual Judge Critique Form on pink (1 copy x 3 judges x Total Number of Contestants)
- ___ Ag Sales Summary Form on yellow (1 copy)
- ___ 2 Tables for Judges
- ___ 3 Chairs for Judges
- ___ 1 Table for Contestants/Judge
- ___ 2 Chairs for Contestant/Judge
- ___ “2 Minutes Remaining” Time Card
- ___ Stopwatch
- ___ Pens/Pencils for Judges

Event Chairperson:

Refer to “Guiding Principles for Managing Leadership CDE’s” for specific directions.

VI. Scoring Rubrics/Judging Sheet

Sub-District: _____
 District: _____
 State: _____

**JUDGE'S SCORE FORM
 FFA AG SALES EVENT**

Judge: _____

Participant's Name: _____

 School (Town)

 Date of Event

 Ag Product Being Sold

Factors to be Judged	Maximum Points Possible	Participant's Points
A. Product Sheet (25 Points)		
1. Product Features - size, color, hp, capacity, etc.	8	
2. Options available	3	
3. Cost	3	
4. Service	3	
5. Competitor information	3	
6. Neatness	5	
B. Presentation (69 Points)		
1. Approach		
- Used good opening	4	
- Determined prospect's need or problem	3	
- Established a friendly atmosphere	3	
- Eye contact	3	
2. Demonstration		
- Had a well organized presentation	4	
- Demonstrated each feature	4	
- Let the prospective buyer participate	4	
- Stressed the benefit of the product	4	
- Attempted to get commitment throughout the presentation	4	
3. Closing the Sale		
- Answered questions positively	5	
- Asked for the order or attempted to close the sale	5	
- Made a smooth effective close	5	
4. Confidence in Sales Ability	3	
5. Tact and Courtesy	3	
6. Appropriateness of Product	3	
7. Questions - answered positively, briefly, and correctly	12	
C. Product Knowledge (6 Points)		
1. Specifications	2	
2. Product safety and operation	2	
3. Product advantages over competition	2	
Total Points	100	
Less deductions of .1 point/second over 12 or under 6 minutes		
Less deductions of 5 points for absence of oral explanation		
Grand Total Points for Participant		

Individual Judge's AG SALES FFA Event Summary

This form is to be used by Ag Sales Judges to compile their own results.

Event: Ag Sales CDE

Judge Name: _____

_____ Sub-District of _____ District

District: _____

Date of Event: _____

			Your Rating				
School P.O. (Town)	Participant Name	Total Points	G = Gold	S = Silver	B = Bronze	P = Participation	Advance to Next Event
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

Judge's Ag Sales FFA Event Summary

This form is to be used by Event Chairperson to report results of the judging.

Judge Names:

Event: Ag Sales CDE

_____ Sub-District of _____ District

District/State: _____

Date of Event: _____

	School P.O. (Town)	Participant Name	Use letters to indicate ratings G - S - B - P			Total Points	G = Gold	S = Silver	B = Bronze	P = Participation	Advance to Next Event
			Judge 1	Judge 2	Judge 3						
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

CDE Chairperson: Display this timecard at 10 minutes.

**2 Minutes
Remaining**