

**Agricultural Sales Career Development Event**  
**Monday, November 19, 2018**  
**University of Connecticut**

**CDE Superintendent:** Harold Mackin  
State Department of Education  
[Harold.mackin@ct.gov](mailto:Harold.mackin@ct.gov)  
(860) 713-6779

**Deadline information:**

- **Registration Deadline: November 1, 2018**
- Send e-mail to: [harold.mackin@ct.gov](mailto:harold.mackin@ct.gov)

**Event Rules**

1. The team will be composed of four students, and all four individual scores will count toward the team total.
2. It is highly recommended that participants wear FFA Official Dress for this event.
3. Any participant in possession of an electronic device in the event area is subject to disqualification.
4. Business cards are not permitted and will not contribute to the individual or team scores.

**Event Format**

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.

The product(s) utilized in the event and activity examples will be announced no later than January 31, 2017. Provided product information may include appropriate company information and price list.

Each participant will be allowed to bring a one-inch binder to the event containing the provided product information and any other information gathered by the participant.

**A. Written Exam - 100 points**

The written exam is designed to evaluate an individual's knowledge of sales skills. The questions will be generated based the last two available National FFA Agricultural Sales CDE written tests (2014 and 2015) The test will not exceed 30 questions and 30 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.

**B. Team Activity - 150 points**

1. Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making and oral communications.
2. Teams will be allowed to use their 1" binder for the event.
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)
  - Profile of one or two customers
  - The team will be provided with paper and pencils. No presentation equipment such as laptops, flipcharts or dry erase boards will be allowed.
4. The team will then develop the pre-call plan (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face sales call. This pre-call plan should include:

- Potential questions to build rapport for the scenario.
  - Common interests that team members have with the customers.
  - Identify questions that help determine the wants and needs of the customer.
  - Identify active listening skills or techniques for determining needs and wants.
  - Identify and match potential needs and wants of the customer to the products' features and benefits.
  - Identify potential objections of the customer.
  - Identify potential concerns of each customer.
  - Teamwork and involvement of team members will be judged during this event.
  - Students are expected to explain their decisions for the pre-call plan based on selling principles.
5. The team will be given 15 minutes to analyze the information and prepare to answer questions about the pre-call plan. During this 15 minutes, the team will be judged using the team activity scorecard.
  6. At the conclusion of the 15 minutes, team members will have an additional 15 minutes to individually answer questions from the judges and they will answer without assistance from their team members.

### **C. Individual Sales Activity - 150 points (600 points total)**

1. Participants will directly sell the product(s) to judge(s). The judge(s) will act as the customer which may include not buying the product. Participants will have to establish rapport, ask probing questions to ensure they meet the customer's needs, and clarify customer information as a part of the sales call.
2. Participants will have 15 minutes to interact with the judge(s). Participants are allowed to use their one-inch product information binder during the individual activity.

### **Equipment contestants are required/allowed to bring:**

- Number 2 pencil
- One-1" binder
- No other equipment is allowed

### **Dress requirements:**

- FFA Official Dress suggested

### **Tiebreakers**

#### **INDIVIDUAL**

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

- Written Exam
- Individual Sales Call
- Team Activity

#### **TEAM**

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

- Written Exam
- Team Activity
- Total Individual Sales Activity

**Teachers/Coaches with teams: You are expected to assist with the CDE, not just drop your team off and leave.**