**PA FFA Agricultural Sales**

**Career Development Event**

***Chairperson Information***

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| **CDE Co-Chairpersons** | Deb Seibert and Ann Meyer |
| **Email** | [seibertd@manheimcentral.org](mailto:seibertd@manheimcentral.org) [ameyer@cfsd.info](mailto:ameyer@cfsd.info) |
| **Best Contact Number** | 717-808-3552 Deb 814-285-6557 Ann |
| **Contest Date/Times** | Tuesday 1-3 pm Wednesday 9 am until finished (usually by 1 pm) |
| **Contest Location** | PSU determines site |
| **CDE Review Time** | none |
| **CDE Review Location** | none |

***Basic CDE Guidelines***

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| **Event Type:** Individual and/or Team:  Team of 4 plus 3 individuals.  7 total maximum attendance | **# of Team Members:** 4  No dropped scores |
| Individual Materials List  https://www.ffa.org/participate/cdes/agricultural-sales | Group Materials List  <https://www.ffa.org/participate/cdes/agricultural-sales> |
| Attire: Official dress both days | CDE At-A-Glance (List of major components)   * <https://www.ffa.org/SiteCollectionDocuments/cde_ag_sales_manual.pdf> |
| Pre-State CDE Expectations   * Study the product BEFORE coming to CDE and prepare a 1” sales notebook | |
| CDE Changes from Previous Years?   * New product each year will be submitted to the FFA Board’s August meeting * Product(s) will relate to one of the AFNR career pathways | |

***CDE Rules***

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| **CDE Component** | **Points** | **Component Description** |
| Team Event with a 1” sales notebook | 150 pts/ team | -Listed on National Ag Sales score cards  <https://www.ffa.org/SiteCollectionDocuments/cde_agsales_2012.pdf> |
| Sales Presentation with a 1” sales notebook | 150 pts /team member | -Listed on National Ag Sales score cards  <https://www.ffa.org/SiteCollectionDocuments/cde_agsales_2012.pdf> |
| Written Sales and Product Knowledge Test | 100 pts/team member | -National Ag Sales previous test-online years  <https://www.ffa.org/SiteCollectionDocuments/cde_agsales_2012.pdf> |
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| **Causes for Disqualification:** cheating, cell phone use | | |
| **Individual Tie-Breaker:** Individual Sales 1st tie breaker, Written Test 2nd tie breaker  **Team Tie-Breaker:** The highest team activity score will break the tie. If the tie cannot be broken using the team activity score, then the total individual sales activity scores will be used. If a tie still exists, the total written exam scores will be used to break the tie. | | |

***Resources***

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| <https://www.ffa.org/SiteCollectionDocuments/cde_ag_sales_manual.pdf>  **FREE online: Ntl Ag Sales test bank 2008-2015+** <https://www.ffa.org/resources/cde/questions-and-answers>  National References and Resources  This list of references is not intended to be all-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   1. Professional Selling, Rebecca L. Morgan, ISBN 0-931961-42-4 2. Sales Training Basics, Elwood N. Chapman, ISBN 1-56052-119-8 3. Closing, Virden J. Thorton, ISBN 1-56052-318-2 2. Ditzenberger and Kidney,   \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*   1. Selling-Helping Customers Buy, South-Western Publishing   Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 0538605316. |