

## 2018-2019 PA Agricultural Sales CDE

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Please update your Agricultural Sales study materials and scorecards to reflect the current National FFA Guidelines 2017-2021. <https://www.ffa.org/participate/cdes/agricultural-sales/>

### Commonwealth Trailer Corporation

You and your team members are sales associates for Commonwealth Trailer Corporation. Your company is based in Pennsylvania and markets trailers and accessories to the surrounding region. Commonwealth Trailer Corporation manufactures its own trailers and provides complete service/repairs to its customers.

#### Price Sheet

Product Name	Wholesale Price	Retail Price
6 X 10 Wood Floor Utility Trailer	\$1,199.00	\$1,399.00
6 X 12 ATV Utility Trailer	\$1,499.00	\$1,699.00
7 X 16 Wood Floor Utility Trailer	\$1,949.00	\$2,299.00
8.5 X 20 Gooseneck Trailer	\$5,099.00	\$5,999.00
8.5 X 25 Gooseneck Trailer	\$5,699.00	\$6,699.00

Accessory Name	Wholesale Price	Retail Price
Mesh Landscape Box w/Lid	\$190.00	\$225.00
Utility Trailer Weed-eater Rack	\$89.00	\$104.00
LED Light Package	\$150.00	\$180.00
Premium Wheels	\$180.00	\$205.00
Tie Down Strap	\$22.00	\$30.00

\*\*This product is very similar to the 2018 National Product

Potential Customers may include:

- Retail Customers
  - o Landscapers, farmers, homeowners etc.
- Wholesale Customers
  - o Owners of other trailer sales companies

## 2018-2019 PA Ag Sales CDE Guidelines

- Chapters may enter a four-member team and/or up to three additional individuals for a possible total of 7 students per school. A team must consist of four members.
- The team score will be the sum of all 4 individual sales calls, all 4 written exam scores, plus the team activity. The team score will be used to select the chapter to represent PA at the National FFA competition.
- All individuals and teams of less than 4 members will only be eligible for individual awards.
- Individual total scores will not include the Team Activity.
- Individual and team ties will be broken by individual sales presentations (1<sup>st</sup>) and written exam scores (2<sup>nd</sup>).
- If a third tie breaker is required for the team score, the highest team activity score will be used.
- The four-member team must be identified on the official team registration form.

### The PA Ag Sale CDE is a Two Day - Three Part CDE

- In this CDE, you and your team will demonstrate the professional sales process for the designated PA FFA agricultural sales product. At the competition, members complete a 30-question sales knowledge test, simulate a sales team meeting and make an individual sales call.
- The total possible team score is 1,150 points
  - PART I. WRITTEN EXAM 100 Points / Member
  - PART II. TEAM SALES SITUATION 150 Points / Team
  - PART III. INDIVIDUAL SALES ACTIVITY 150 Points / Member
- Please refer to 2017-2021 National Ag Sales scorecards for more information.

### From National FFA Ag Sale CDE Committee:

- Participants will directly sell the product(s) to judge(s).
- The judge(s) will act as a real customer which may include not buying the product.
- Participants will have to establish rapport with the customer and ask probing questions to ensure they meet the customer's needs and wants using the features and benefits of the product.
- This is an interactive activity (not a public speaking event) with the judge(s) acting as customer(s).

AG SALES CDE SCHEDULE for 2019 PA FFA ACTIVITIES WEEK  
Official FFA Dress is required on both days

First Day – Tuesday:

- Review the Ag Sales CDE event
- Determine the order for Wednesday's Team Activity and Individual Sales Calls
- Part 1: Written Test (100 points/individual)
  - The PA Ag Sales test is made from previous years National FFA Sales written exams that are posted on the National FFA website and questions related to the current year's product. The National Ag Sales committee has posted resource materials on the National FFA Ag Sales page.  
<https://ffa.app.box.com/s/a5dkpp2007k9rpaolzvhv5xg6o852d04i>

Second Day – Wednesday:

- First team starts at 8:30 AM and will follow the order determined on Tuesday.
- Part 2: Team Activity (150 points/team)
  - Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making and oral communications.
  - Teams will be allowed to use their 1" binder for the event.
  - The team will be given 15 minutes to analyze the information and prepare to answer questions about the pre-call plan. During these 15 minutes, the team will be judged using the team activity scorecard. 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. There is no longer a group presentation in the team event.
  - 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 (included in this document)
    - Profile of one or two customers
    - No additional presentation equipment is allowed
- Part 3: Individual Sales Call (150 points/individual)
  - Information and product(s) from the team activity will be used in the individual sales activity.
  - At the conclusion of the Team event the entire team will report to their individual sales rooms. The product for the Individual Sales Activity is the SAME as the Team Activity.
  - The potential customers will be one of the customers that were identified in the Team Event. Participants are allowed to use their one-inch product information Sales Binder during the individual sales and team activity.

**\*\*Business cards are no longer allowed.**

# 6 x 10 WOOD FLOOR UTILITY TRAILER

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**6X10GW**  
**2,990 LB. GVWR**  
**WOOD FLOOR**



## **FEATURES**

- **15" TIRES WITH WHITE MOD WHEELS**
- **ROUND FENDER WITH BACK**
- **4' TALL REAR RAMP GATE**

## **FEATURES**

- 3" Channel A-Frame Tongue
- 3" x 2" x 3/16" Angle Main Frame
- 2" x 2" x 1/8" Angle Top Rail
- 1.5" x 1.5" x 1/8" Angle Uprights
- 2" A-Frame Coupler with Safety Chains
- 2,000 lb. Rated Top Wind Jack
- 3,500 lb. Rated Idler Axle
- 3-Leaf Springs
- ST205x15 Tire and Wheel Assemblies
- White Mod Wheels
- Steel Round Fender with Back
- Treated Wood Floor
- 72" W x 49" H Rear Ramp Gate
- Standard DOT Light Package

## **SPECIFICATIONS**

- Empty Weight: 850
- Payload Capacity: 2,140
- Tire Size: 15"
- Gate Width and Length: 72" x 49"
- Overall Length: 171"
- Overall Width: 96"
- Deck Length: 120"
- Deck Width: 76"

**Retail Price:**  
**\$1,399.00**

# 6 x 12 ATV UTILITY TRAILER

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**6X12GWATV**  
**2,990 LB. GVWR**  
**WOOD FLOOR**



## FEATURES

- **15" TIRES WITH WHITE MOD WHEELS**
- **ROUND FENDER WITH BACK**
- **4' TALL REAR RAMP GATE**
- **4' TALL SIDE RAMP GATE**

## FEATURES

- 3" Channel A-Frame Tongue
- 3" x 2" x 3/16" Angle Main Frame
- 2" x 2" x 1/8" Angle Top Rail
- 1.5" x 1.5" x 1/8" Angle Uprights
- 2" A-Frame Coupler with Safety Chains
- 2,000 lb. Rated Top Wind Jack
- 3,500 lb. Rated Idler Axle
- 3-Leaf Springs
- ST205x15 Tire and Wheel Assemblies
- White Mod Wheels
- Steel Round Fender with Back
- Treated Wood Floor
- 72" W x 49" H Rear Ramp Gate
- 57" W x 49" H Side Ramp Gate
- Standard DOT Light Package

## SPECIFICATIONS

- Empty Weight: 980
- Payload Capacity: 2,010
- Tire Size: 15"
- Overall Length: 194"
- Overall Width: 96"
- Deck Length: 144"
- Deck Width: 76"

**Retail Price:**  
**\$1,699.00**

# 7 x 16 WOOD FLOOR UTILITY TRAILER

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**7X16GW1BRK**  
**7,000 LB. GVWR**  
**WOOD FLOOR**



## FEATURES

- **15" TIRES WITH WHITE MOD WHEELS**
- **ROUND FENDER WITH BACK**
- **4' TALL REAR RAMP GATE**

## FEATURES

- 4" Channel A-Frame Tongue
- 3" x 2" x 3/16" Angle Main Frame
- 2" x 2" x 1/8" Angle Top Rail
- 2" x 2" x 1/8" Angle Uprights
- 2" A-Frame Coupler with Safety Chains
- 2,000 lb. Rated Top Wind Jack
- 3,500 lb. Rated Idler Axle (2)
- 3-Leaf Springs
- ST205x15 Tire and Wheel Assemblies
- White Mod Wheels
- Steel Round Fender with Back
- Treated Wood Floor
- 72" W x 49" H Rear Ramp Gate
- Standard DOT Light Package

## SPECIFICATIONS

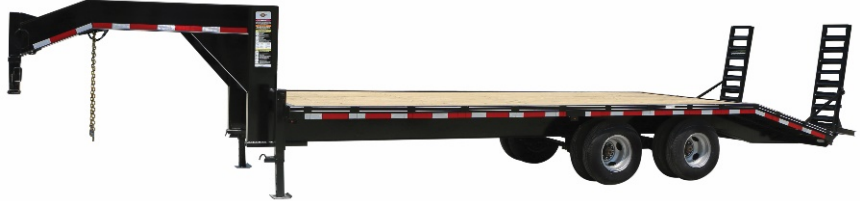
- Empty Weight: 1,650
- Payload Capacity: 5,350
- Tire Size: 15"
- Gate Width and Length: 72" x 49"
- Overall Length: 243"
- Overall Width: 100"
- Deck Length: 192"
- Deck Width: 82"

**Retail Price:**  
**\$2,299.00**

## 8.5 x 20 GOOSENECK TRAILER

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**8.5X20GNDODT20K**  
**20,000 LB. GVWR**  
**TREATED WOOD FLOOR**



### **FEATURES**

- **2-5/16" GOOSENECK COUPLER**
- **5' DOVE TAIL**
- **16" X 60" FOLD-UP RAMPS**

### **FEATURES**

- 12" I-Beam Gooseneck Frame
- 12" I-Beam Main Frame
- 2-5/16" Gooseneck Coupler with Safety Chains
- (1) 10,000 lb. Rated Side Wind Drop Leg Jack
- 5-Leaf Springs
- LT235R16 Dually Tire and Wheel Assemblies
- White Mod Wheels
- Treated Wood Floor
- Electric Breakaway Kit w/Charger
- LED Lighting Package
- 5' Full Width Wood Dove Tail
- 16" x 60" Fold-up Ramps

### **SPECIFICATIONS**

- Empty Weight: 4,650
- Payload Capacity: 15,350
- Tire Size: 16"
- Overall Length: 338"
- Overall Width: 102"
- Deck Length: 240"
- Deck Width: 97"

**Retail Price:**  
**\$5,999.00**

## 8.5 x 25 GOOSENECK TRAILER

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**8.5X25GNDODT20K**  
**20,000 LB. GVWR**  
**TREATED WOOD FLOOR**



### **FEATURES**

- **2-5/16" GOOSENECK COUPLER**
- **5' DOVE TAIL**
- **16" X 60" FOLD-UP RAMPS**

### **FEATURES**

- 12" I-Beam Gooseneck Frame
- 12" I-Beam Main Frame
- 2-5/16" Gooseneck Coupler with Safety Chains
- (1) 10,000 lb. Rated Side Wind Drop Leg Jack
- 5-Leaf Springs
- LT235R16 Dually Tire and Wheel Assemblies
- White Mod Wheels
- Treated Wood Floor
- Electric Breakaway Kit w/Charger
- LED Lighting Package
- 5' Full Width Wood Dove Tail
- 16" x 60" Fold-up Ramps

### **SPECIFICATIONS**

- Empty Weight: 4,850
- Payload Capacity: 15,150
- Tire Size: 16"
- Overall Length: 398"
- Overall Width: 102"
- Deck Length: 300"
- Deck Width: 97"

**Retail Price:**  
**\$6,699.00**



## MESH LANDSCAPE BOX

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862

MESH LANDSCAPE BOX W/LID



### FEATURES

- Mesh Landscape Box with Lid
- Fits most 6' wide Trailers
- Weld-on or Bolt-on Mounting
- Package Style: Bulk
- Dimensions: 18" x 18" x 80"
- Weight: 110 lbs.

**Retail Price:**  
**\$225.00**

## UTILITY TRAILER WEEDEATER RACK

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801

UTILITY TRAILER WEEDEATER RACK



### FEATURES

- Fits both angle and 2-3/8" Round Pipe Top Rail
- Product Length: 4'
- Product Width: 10"
- Product Height: 3'

**Retail Price:**  
**\$104.00**

## LED LIGHT PACKAGE

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865

### LED LIGHT PACKAGE



### FEATURES

- 4 Yellow Sidemarkers
- 2 Red Tailmarkers
- 1 Red Brakelight Bar 15"
- 2 Tail Lights with Turn Signals
- Wiring Harness and Diagram
- Submersible/Waterproof

**Retail Price:**  
**\$180.00**

## PREMIUM WHEELS

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845

PREMIUM WHEELS (2)

ALUMINUM ALLOY



### FEATURES

- Aluminum Alloy Construction
- Standard 15" Rim Dimensions
- Compatible with axles rated up to 3,500 lb.
- Upgraded look and style
- Package Style: 2 Pack

**Retail Price:**  
**\$205.00**

# TIE DOWN STRAP

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890

TIE DOWN STRAP



## FEATURES

- 2" X 27' Heavy Duty Strap and Ratchet
- Flat Hooks
- 10,000 lb. Breakout Rating
- Weather Resistant
- UV Resistant
- Made of Durable Polyester Webbing

**Retail Price:**  
**\$30.00**