



# PA FFA Agricultural Sales

## Virtual CDE



### Chairperson Information

<b>CDE Chairperson</b>	Stephen Geib
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### Basic Virtual CDE/LDE Guidelines

<b>Event Type: Team</b>	<b># of Team Members: 4</b>
<u>Individual Materials List</u> <ul style="list-style-type: none"> <li>• 1" Sales Binder <ul style="list-style-type: none"> <li>• Device with camera, microphone and access to the internet for Zoom</li> </ul> </li> </ul>	<u>Team Materials List</u> <ul style="list-style-type: none"> <li>• 1" Sales Binder <ul style="list-style-type: none"> <li>• Device(s) with camera, microphone and access to the internet for Zoom</li> </ul> </li> </ul>
<u>Pre-Event CDE Expectations</u> <ul style="list-style-type: none"> <li>• Study the product BEFORE coming to the CDE. The product(s) utilized in the event will be announced in December, prior to the event.</li> <li>• Prepare a 1" Sales Binder to aid in the Individual Sales Activity &amp; Team Activity. The binder may include the provided product information in original OR modified format and any other information gathered by the participant.</li> <li>• Review the National FFA Agricultural Sales Handbook for contest specific scoring rubrics.</li> </ul>	

### Virtual CDE/LDE Rules

<b>CDE Component</b>	<b>Points</b>	<b>Component Description</b>	<b>Virtual Platform</b>
Written Exam	100 per individual	The written exam is designed to evaluate an individual's knowledge of sales skills and current product knowledge. The test will not exceed 30 questions, which may consist of multiple choice, fill in the blank, short answer and essay format.	Google Form

Individual Sales Activity	150 per individual	Participants will directly sell the product(s) to judge(s). Students will be given a preliminary customer profile and will have at least five minutes to review the preliminary customer profile prior to meeting with the 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. Participants will have 20 minutes to interact with the judge(s). Participants are allowed to use their 1" product information binder during the individual activity.	Zoom
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Team Activity	150 per team	Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making and oral communications. Team members will be allowed to use their 1" binder for the event. See the National FFA Agricultural Sales Handbook for rubric specific criteria. The team will be given 15 minutes to analyze the information and prepare to answer questions about the pre-call plan. After the conclusion of the 15 minutes, team members will have an additional 15 minutes to individually answer questions from the judge(s), and they will answer without assistance from their team members.	Zoom
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**Causes for Disqualification:** Cheating

**Tie-breaker:** Individual Event: (1) Written Exam, (2) Individual Sales Activity  
 Team Event: (1) Sum of Written Exam, (2) Team Activity, (3) Sum of Individual Sales Activity

**Resources**

- National FFA Agricultural Sales Handbook (2017-2021)  
<https://ffa.app.box.com/s/g7jkaddqmrp9g6ynd4c4peb1kh8dhjet>
- National FFA Agricultural Sales Event Resources  
<https://ffa.app.box.com/s/a5dkpp2007k9rpaolzvhv5xg6o852d04i>