

AGRICULTURAL SALES – JUNIOR DIVISION CAREER DEVELOPMENT EVENT Rules for the State FFA Event

Sponsor

The North Carolina State Grange Currently sponsors this event with in-kind support by the Department of Agriculture and Resource Economics at North Carolina State University.

State Event Superintendent

The superintendent for this event is Mr. Bob Usry, Extension Specialist and Lecturer, Department of Agricultural and Resource Economic, NC State University, Box 8109, Raleigh, NC 27695-8109. Phone: 919.515.4544 Fax: 919.515.6268 E-Mail: bob_usry@ncsu.edu

Comments and questions may also be directed to Mr. Jason Davis, State FFA Coordinator, Department of Agricultural and Extension Education, NCSU, Box 7607, Raleigh, NC 27695-7607. Phone: 919.513.0216 Fax: 919.515.9060 Email: jason_davis@ncsu.edu

Eligibility and General Guidelines

This event is open to all FFA members in grades 6 – 10 from FFA chapters in good standing. All FFA members in grades 6-10 are eligible to participate in any junior career development event regardless of past participation.

Teams may consist of three or four individuals. The fourth lowest team member score is not considered except in the case of a tie. No alternates are allowed in state events. Any alternate found participating in a state event will result in team disqualification.

FFA members in good standing may also participate as individuals in this event. A chapter may have up to two members participate as individuals as long as the chapter does not have a team participating in the event. Their scores will only count toward individual recognition, and will not be tallied as a team score. Three members participating in this event from the same chapter constitute a team.

The use of cellular phones, Personal Digital Assistants (PDA's) or any other mobile electronic communication device is prohibited during any state-level career development event. Any violation of this rule by any team member will result in total team disqualification.

Any member found cheating in any state-level career development event will result in total team disqualification for that event.

Procedures for Administering the Event

Sales Presentation

- a) All participants shall conduct a sales presentation. Each participant may earn up to a maximum of 100 points. The scorecard from the National FFA Agricultural Sales Career Development Event will be used.
- b) The participant shall select an agricultural product representing one of the seven instructional areas listed below:
 - a. Agricultural Mechanics
 - b. Agricultural Production
 - c. Agricultural Products and Processing
 - d. Agricultural Supplies and Services
 - e. Forestry
 - f. Natural Resources and Rural Recreation
 - g. Ornamental Horticulture
- c) Participants will provide three copies of all written/brochure information used in preparation to the judges.
- d) The participant will give three copies of the participant's project summary sheet to the event coordinator at the event site. The summary sheet must be typed, double spaced and contain the following information:
 - a. Participant name
 - b. Statement of situation
 - c. Representing company
 - d. Product to be sold
 - e. Features of the product
 - f. Product structure
 - g. Warranty
 - h. Service availability
 - i. Demonstration of function
 - j. Competitors and pertinent information
 - k. Price
 - l. Closing statement
- e) Each participant will be allowed a maximum of five minutes for their presentation. A verbal warning will be given at four minutes. An additional two minutes will be available for judges to ask questions to clarify any part of the sales presentation.

Procedure for Determining the State Event Winner When Scores are Tied

In the event a tie score exists, the following methods will be applied in sequential order until the tie is broken:

1. Compare the alternate scores. The lowest team member score is the alternate score.
2. Compare the total team scores for the presentation component and the higher scoring team is the winner.

Dress Code

Participants in this event are required to wear official dress as outlined in the official FFA manual. For male members: black slacks, white collared shirt, official FFA tie, black dress shoes, black socks, and an official FFA jacket zipped up to the top. For female members: black skirt, white collared blouse, official FFA blue scarf, black dress shoes with a closed heel and toe, black nylon hosiery, an official FFA jacket zipped to the top. (Special Note: The skirt is to be at least knee length, hemmed evenly across the bottom, with a slit no longer than two inches above the knee, excluding the kick pleat. Black slacks may be appropriate for traveling and outdoor activities.) A ten percent reduction in the total team score will be taken if a participant violates the dress code.

State Awards

The following awards will be presented annually at the state FFA convention provided sponsorship is available:

State Winning Team	First place team plaque, pins for team members
Second Place Team	Second place team plaque, pins for team members
Third Place Team	Third place team plaque, pins for team members
High Scoring Individual	Plaque

Bibliography

References

Agricultural Sales, Chris G. Yorke, ACRO Press, 1925 Main Street, Vancouver, WA 98660
(360) 693-9101

Agribusiness Sales, Marketing and Management, Ron Schneiderheinze, Christina Wood,
Instructional Materials Laboratory, London Hall, University of Missouri, Columbia, MO 65211
(573) 882-2883

CRISP Publications, 1200 Hamilton Court, Menlo Park, CA 94025-1427
(650) 323-5800

Professional Selling, Rebecca L. Morgan, ISBN 0-931961-42-4

Sales Training Basics, Elwood N. Chapman, ISBN 1-56052-119-8

Closing, Virden J. Thorton, ISBN 1-56052-318-2

Effective Sales Management, Tom Johnson, ISBN – 1-56052-031-0

Calming Upset Customers, Rebecca L. Morgan, ISBN – 1-56052-384-0

Telephone Courtesy & Customer Service, Loyd Finch, ISBN – 1-56052-064-7

Marketing Strategies for Small Businesses, Richard F. Gerson, ISBN 1-56052-172-4

Agri-Marketing Technology, Selling and Distribution in the Agricultural Industry, Jasper Lee,
James G. Leisning, David E. Lawyer, Interstate Publishers, Inc. Danville, IL