

AGRICULTURAL SALES CAREER DEVELOPMENT EVENT Rules for the State FFA Event

Sponsor

The North Carolina State Grange 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

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Eligibility and General Guidelines

This event is open to all FFA chapters and FFA members in good standing. Members winning a previous state event in this area or that have participated in a previous national event in this area are ineligible.

The event will be a team event consisting of four students. A team may compete with less than four members. All students' scores (maximum of 4) count towards the team total. 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

- a) Sales Presentation
 - 1) All participants will conduct a sales presentation; maximum of 50 points per participant.
 - 2) The participant will 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
 - 3) Participants will provide three copies of all written/brochure information used in preparation to the judges.
 - 4) 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, circumstances, locations.
 - c) representing (company, chapter)
 - d) product to be sold
 - e) features to product
 - f) product structure
 - g) warranty
 - h) service availability
 - i) demonstration of function
 - j) competitors and pertinent information
 - k) price
 - l) closing statement or method
 - 5) Each participant will be allowed seven minutes for his/her presentation with a verbal time warning at five minutes. The presentation will conclude at seven minutes. An additional three minutes will be available for judges to ask questions to clarify any part of the sales presentation.
 - 6) The event will operate with three judges with one of the judges serving as the customer for all participants. Participants will be scored using a sales presentation scorecard. For detailed evaluation criteria, see the National FFA Career Development Events Handbook.

- b) Written Test
- 1) Each participant will take a 25 question multiple choice test. Participants will have 25 minutes to complete the test (maximum score of 25 points). The written test will be developed using the references cited in the National FFA Career Development Events Handbook.
- c) Practicum
- 1) Each participant will complete the same practicum. All materials for the practicum will be provided by the event coordinator. Maximum score of 25 points.
 - 2) The practicum topics will be selected from the following list: on an even/odd year basis from the following lists. Examples of practicum topics from previous years are listed.
 - 3) Practicum sheets will not be distributed to students or advisors until it is conducted.
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| 2006 | Customer Relations |
| 2007 | Promotion and Advertising |
| 2008 | Telephone Skills |
| 2009 | Prospecting for New Customers |
- d) Sample scorecards for this event are found in the National FFA Career Development Events Handbook.

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 total team scores for the presentation component and the higher scoring team is the winner.
2. If these methods fail to break the tie, co-winners will be declared and a run-off event will be held to determine which team will represent North Carolina at the National FFA Convention. The run-off event will follow the same rules as the state event.

Dress Code

Participants are required to follow the North Carolina FFA Career Development Event Dress Code. A ten percent reduction in the total team score will be taken if a participant violates the dress code. For this event, participants must wear official dress as described in the 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.)

State Awards

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

State Winning Team	\$500, 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

National Career Development Event Participation

State winning teams advancing to national career development event participation will be automatically registered for the national event. It is the responsibility of the Chapter FFA Advisor to complete all necessary national certification and waiver forms and return them to the State FFA Coordinator by the assigned due date.

State winning CDE Teams that choose not to participate at the national level should contact the state office by Sept 1 prior to national convention. Teams that fail to inform the state office prior to Sept 1 will be ineligible to participate in that same CDE for the next year (chapters may appeal to the State FFA Board of Directors). Teams that do not compete at the National Convention will be required to pay back the \$500 travel award.

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