



**IOWA**  

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**FFA ASSOCIATION**

**AG SALES (Team)**  
**Career Development Event**  
**This is a Skills CDE**

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**AG SKILLS CAREER DEVELOPMENT EVENT  
GENERAL POLICIES, RULES, RESULTS AND STANDARDS**

**\*Violations of any of the following rules may be grounds for the disqualification of the participants.**

**I. Board Policies**

The following board policies (<http://www.iowaffa.com/ffaboardpolicies.aspx>) apply directly or in part to Skills CDEs:

- Board Policy #2: Changes in Judging Event Answer Keys
- Board Policy #3: Changes to Judging Event Results
- Board Policy #11: Substitution of Team Members
- Board Policy #25: Advancement of Teams to National FFA Competition
- Board Policy #27: Use of Electronic Storage/Transmission Devices

**II. Eligibly of Chapters and Participants**

1. Each state event is open to all FFA chapters in good standing with the Iowa FFA Association. (Exception: Soils Career Development Event is open to the top five teams from each district competition.)
2. Local FFA advisors or their designee entering teams in the state event must register their intent to have a team on Iowa FFA On-Line (<http://anfmp01.dmac.edu/fmi/webd#>) by the due dates and registration fees listed below:
  - a. Before 14 days prior to the event No Charge
  - b. Between 14 days prior and day of the event \$50.00An invoice will be sent to the chapter for the appropriate entry fees at the end of the season.
3. A chapter may enter a separate team in each event held on a particular day. However, no member may participate in more than one Ag Skills Career Development Event on a particular day.
4. After an FFA Advisor registers the chapter's intent to enter a team, the names of the team members are expected to be entered on the Iowa FFA On-Line (<http://anfmp01.dmac.edu/fmi/webd#>) by noon three days prior to the event. Any member not listed on Iowa FFA On-Line will need to be registered as an FFA member using the National FFA MyFFA Account (<https://www.ffa.org>). Changes to online entries may be made the day of the event. State and National FFA Dues will be invoiced in accordance with Iowa FFA Association policies and by-laws.
5. A participant, at the time of his/her participation in the state event and selection as a national team member, must:
  - a. Be a current bona fide dues paying FFA member in good standing with the local chapter, state FFA Association and the National FFA Organization at the time of the career development event in which he/she participates.
  - b. Be a middle school or high school FFA member, (a graduating senior is considered eligible to compete in state and national career development events up to and including their first national convention following graduation). Middle school refers to students in grades 7-8 and high school refers to students in grades 9-12.
  - c. Have been enrolled in high school Agricultural Education during the current/most recent school year with the following exceptions: Meats, Livestock, Dairy Cattle and Milk Quality & Products-must have been enrolled the previous school year or be in grades 8-12 for the current year.
  - d. Currently be an active FFA member of the chapter making entry into the event.
6. A member may not participate in both a state 4-H and state FFA Career Development Event when said events are held on the same day.
7. Participation in one Ag Skills Career Development Event of its type will not exclude an active FFA member from participating in the future Ag Skills Career Development Event, if the participant still qualifies as a middle school or high school FFA member (Rule 5b) providing he/she was not on a state championship FFA CDE team or a national FFA participant in the said event.
8. No student may participate in more than one Career Development Event each year at the national level.

9. For the Soils Career Development Event, each district FFA advisor must email all results including a list of participants for each of the top five teams to the State FFA Executive Director within one business day of the district event.

### **III. Event Room Conditions**

10. Accommodations for participants can be made upon request of the FFA Advisor. The accommodation form must be submitted no less than 14 days prior to the respective event.
11. Any communication, verbal or non-verbal between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communication between team members during the team activity portion of a given career development event.
12. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.
13. No extra FFA members or other persons are permitted to view the state event until the completion of the event. The only people allowed in the event area during the event are participants and designated event workers. Observers and FFA advisors who are not working with the event will not be permitted in the event area while the event is in progress. The following are exceptions to this rule: the presentation portions of the Marketing Plan CDE and Ag Communications CDE at the Iowa FFA Leadership Conference.

### **IV. Participant Assignments**

14. Each participant will be given an individual ID number by which he/she will be designated throughout the event. Contestant badges with identification numbers may be issued.
15. Teams will be divided into groups for individual activities. When possible, groups will be assigned to avoid having two participants on the same team in the same group.
16. Each participant will work on an individual basis throughout the event except during the FFA chapter team activity. Each team will submit one score card or product per team for the team activity.

### **V. Equipment and Dress Code**

17. Participants are urged to bring and use clipboards during events to facilitate the holding of placing and grading cards. The clipboards are to be clean and free of markings. A few sheets of blank paper will be permitted for taking notes and recording results.
18. Calculators may be used with the Career Development Events. They must be battery or solar operated, non-programmable and silent, unless otherwise listed in the specific Career Development Event rules.
19. Items needed for specific phases of a Career Development Event will be noted under their specific rules.
20. Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events found in the Official FFA Manual (<https://www.ffa.org/about/who-we-are/official-manual>).
21. Official FFA dress is expected for all participants when appropriate. If official dress is not appropriate, official casual dress should be worn. Official casual dress shall consist of 1) FFA t-shirt or polo shirt and 2) khaki or nice denim pants or shorts.

### **VI. Event Results**

22. In the event that ALL participants' scores are incorrect the board reserves the right to correct the results.
23. Each FFA advisor will receive the judging cards, score cards, answer sheets and results following a career development event and the presentation of awards. FFA advisors are not permitted to pick up event packets until after the awards presentation.

### **VII. AFNR Career Cluster Content Standards**

AFNR Content Standards are specifically outlined within each respective Skills CDE.

# Ag Sales (Team)

**2020 Chairperson: Alaina Imhoff, Mediapolis**

**CDE Coordinator: Dr. Thomas Paulsen, Morningside College**

**Committee Personnel:** Dave Tometich, Muscatine Sam Paul, Muscatine; Kristin Fisch, North English; Alyssa Amelon, Tiffin

**Scoring Coordinator: TBA**

## **I. Overview**

- A. Develop verbal, written, and interactive communication skills.
- B. Discuss features and benefits of a product.
- C. Identify potential customer objections.
- D. Demonstrate knowledge of proper product use.
- E. Identify prospective customers through marketing data.
- F. Introduce the product to prospective customers.
- G. Develop a sales call that determines and addresses customers' needs and objections.
- H. Understand the basic business structure necessary to sell and deliver a product.
- I. Attempt to close the sale by asking for customer's buying decision.
- J. Establish and build customer confidence in the product.

## **II. AFNR Content Standards**

**ABS.01 Standard:** Apply management planning principles in AFNR businesses.

**ABS.01.01 Indicator:** Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business.

**ABS.01.02 Indicator:** Read, interpret, evaluate and write statements of purpose to guide business goals, objectives and resource allocation.

**ABS.02 Standard:** Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations.

**ABS.02.02 Indicator:** Assemble, interpret and analyze financial information and reports to monitor AFNR business performance and support decision-making (e.g., income statements, balance sheets, cash-flow analysis, inventory reports, break-even analysis, return on investment, taxes, etc.).

**ABS.05 Standard:** Use sales and marketing principles to accomplish AFNR business objectives.

**ABS.05.01 Indicator:** Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.

**ABS.05.02 Indicator:** Assess and apply sales principles and skills to accomplish AFNR business objectives.

**ABS.05.03 Indicator:** Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.

**FPP.04 Standard:** Explain the scope of the food industry and the historical and current developments of food product and processing.

**FPP.04.01 Indicator:** Examine the scope of the food industry by evaluating local and global policies, trends and customs for food production.

**PS.01 Standard:** Develop and implement a crop management plan for a given production goal that accounts for environmental factors.

**PS.01.01 Indicator:** Determine the influence of environmental factors on plant growth. **PS.01.03 Indicator:** Develop and implement a fertilization plan for specific plants or crops.

**PS.03 Standard:** Propagate, culture and harvest plants and plant products based on current industry standards.

**PS.03.03 Indicator:** Develop and implement a plan for integrated pest management for plant production.

### **III. Event Rules**

- A. Each school shall enter a team composed of four participants. Team members must all be members of the same FFA chapter. All four scores count to team score. A team may compete with less than four members but is only eligible for individual awards.
- B. Official FFA dress is highly recommended of all participants.
- C. Teams will be notified ahead of time by being posted on [www.iowaffa.com](http://www.iowaffa.com). Please arrive at least 15 minutes ahead of team presentation time. If the scheduled team time does not work, chapters should make arrangements to contact another chapter to trade times and notify the committee chair.
- D. Any participant in possession of an electronic device in the event areas is subject to disqualification.
- E. **No product can be brought into the event.**

### **IV. Event Format**

The event will be composed of three parts. Individual scores will be comprised of the written exam and individual sales activity. The team score will be comprised of the team activity and all individual scores. The product(s) utilized in the event will be announced prior to the event in an email sent to advisors and on the Iowa FFA Website. Provided product information may include appropriate company information and price list.

#### **A. Individual Written Exam – 100 points (400 points total)**

The written exam is designed to evaluate an individual's knowledge of sales skills. The listed resources will be used as a basic resource. The questions will be multiple choice. Calculators may be used in the exam (no phones).

#### **B. Team Activity – 150 points**

- 1. Each participant will be allowed to bring a one-inch binder to the team activity containing the provided product information and any other information gathered by the participant. **No product can be brought into the event.**
- 2. Team members will work together to demonstrate teamwork, group dynamics, problem solving, data analysis, decision making, and oral communications.
- 3. 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.
  - a. Product information (before event)
  - b. Profiles of different customers (before event)
- 4. Presentation materials of flip charts, poster boards, fliers, and other items in a 1" binder are allowed. **No technology will be allowed including laptops, projectors, cell phones, or tablets.**
- 5. The team will develop the strategy (for the product(s) provided prior to the event) necessary to sell the product(s) in a face-to-face call. This strategy should include but not be limited to:
  - a. Determining potential customer needs and wants.
  - b. Identify features and benefits of the product(s) that address the customer's needs and wants.
  - c. Identify potential customer objections and prepare to address them.
  - d. Identify possible related/complimentary products and their suggestive selling strategies.
  - e. Develop information gathering questions to be utilized in clarifying the customer's needs and wants.
- 6. Students are expected to justify their decisions based on selling principles.
- 7. The team will develop a presentation to provide the information listed above prior to the event. The team will present to the judges who are acting as the team's immediate supervisors. The presentation will be no longer than ten (10) minutes. At the conclusion of the presentation, the judges will have ten (10) minutes to ask questions of all team members.

#### **C. Individual Sales Activity – 150 points (600 points total)**

Information and product(s) from the team activity will be used in the individual sales activity. Participants will directly sell the product(s) to judge(s). The judge(s) will fit one of the customer profiles identified in the team pre-call planning activity. 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. Participants will have ten (10) minutes to interact with the judge(s). **No product can be brought into the event.**

**V. Event Resources**

The list of references is not intended to be inclusive. Other sources may be utilized and advisors are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

A. CRISP Publications

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

B. Ditzenberger and Kidney, *Selling-Helping Customers Buy*, South-Western Publishing Company, Cincinnati, Ohio, 1992, ISBN 0538605316.

*The references can be found online at book retailers or from the company themselves.*

**VI. Scoring and Ranking of Teams and Individuals**

|                           | <u>Individual</u> | <u>Team</u>         |
|---------------------------|-------------------|---------------------|
| Written Exam              | 100 points        | 400 points          |
| Individual Sales Activity | 150 points        | 600 points          |
| Team Activity             |                   | <u>150 points</u>   |
| <b>Total Points</b>       |                   | <b>1,150 points</b> |

*See score forms for scoring of each part.*

**VII. Awards**

**Awards Sponsored through the Iowa FFA Foundation**

|   |  |
|---|--|
| Champion Team   | Cash Award for travel to National Convention |
| Reserve Champion Team                                 | Plaque                                       |
| Top 10 Teams  | Rosettes                                     |
| Members of Top 10 Teams                               | Rosettes                                     |
| Top 10 Individuals                                    | Rosettes                                     |
| 1 <sup>st</sup> and 2 <sup>nd</sup> Place Individuals | Plaques                                      |
| Sales Presentation Top Team/Individual                | Plaques                                      |
| Objective Test Top Team/Individual                    | Plaques                                      |
| Practicum Top Team/Individual                         | Plaques                                      |
| Market Analysis Top Team                              | Plaque                                       |
| All Teams/Individuals                                 | Certificates                                 |

**All awards subject to available sponsorship.**

**VIII. Event Materials**

- A. Individual Activity Scorecard
- B. Team Activity Scorecard
- C. Product Scenario

## Individual Event Scorecard

| <b>Skills</b>  | <b>Possible Points</b> | <b>Participant Points</b> |
|--|------------------------|---------------------------|
| Did the salesperson identify themselves with a good first impression?  | <b>5</b>               |                           |
| Did the student ask questions/dialogue in an attempt to build personal rapport with you?   | <b>8</b>               |                           |
| Did the student actively listen to your personal comments when you answered?   | <b>8</b>               |                           |
| Did the student use the information from answers to further established personal rapport?  | <b>8</b>               |                           |
| Did the student ask question to learn about business?  | <b>10</b>              |                           |
| Did the student listen to the answers about your business you provide?   | <b>10</b>              |                           |
| Did the student confirm and discover your needs and wants?   | <b>12</b>              |                           |
| Did the student apply the features/benefits of their products to your needs/wants?   | <b>16</b>              |                           |
| Did the student allow you to participate in matching your needs/wants to their product features?   | <b>15</b>              |                           |
| Did the student effectively use trial close (gain acceptance on a point identify customers willingness to buy or a closing opportunity)? | <b>11</b>              |                           |
| Did the student listen to and clarify your objections?   | <b>14</b>              |                           |
| Did the student apply and discuss the features/benefits of their product to address your objections?                                     | <b>13</b>              |                           |
| Did the student clearly close or attempt to close the sale?  | <b>20</b>              |                           |
| <b>TOTAL POINTS</b>  | <b>150</b>             |                           |

## Team Event Score Card

| <b>Skills</b>  | <b>Possible Points</b> | <b>Participant Points</b> |
|--|------------------------|---------------------------|
| What level of knowledge did the team have of the products they are selling?  | <b>15</b>              |                           |
| Did the team accurately analyze all the information for each customer type?  | <b>15</b>              |                           |
| Did the team identify customer needs and wants, and prepare quality questions to help clarify the customer's needs and wants?                        | <b>15</b>              |                           |
| Did the team identify products for each customer type based on their product's features and benefits and the customer's anticipated needs and wants? | <b>19</b>              |                           |
| How well did the team identify potential objections for each customer type and how to address them?  | <b>16</b>              |                           |
| Were complimentary/related products also identified?   | <b>14</b>              |                           |
| Were the directions made by the team based on sound sales principles using the information they were given?  | <b>16</b>              |                           |
| Was the presentation delivered professionally?   | <b>12</b>              |                           |
| Did all team members participate in the presentation?  | <b>12</b>              |                           |
| Were the questions answered correctly by all team members?   | <b>16</b>              |                           |
| <b>TOTAL POINTS</b>  | <b>150</b>             |                           |



**Product: Mann Lake 10-Frame Traditional Deluxe  
Beekeeping Started Kit \$384.50**

**Manufacturer's Website:**

<https://www.mannlakeltd.com/about>

**Product Website:**

<https://www.mannlakeltd.com/deluxe-10-frame-beekeeping-starter-kit-wood-frames-painted-1?list=Category%20Listing>



**Potential Customers:**

1. Regional Nursery and Garden Center

This customer is a chain of family owned and operated retail nursery and garden centers in Iowa, Nebraska, Missouri, and Kansas and is consistently ranked in the top ten independent garden centers in the United States. In addition to their own production greenhouses and nurseries, their retail locations provide landscape design and installation as well as pet supplies. They cater to homeowners who enjoy using outdoor living spaces and producing their own “locally grown” approach to food production. Recently, several customers have shown interest in “backyard bees” to enhance pollination and provide a source of locally grown honey. This chain does not currently sell any apiary equipment.

2. Upstart Online Agricultural e-Supply Company

This customer recently started an online e-commerce based agricultural supply company out of his dorm room at a local community college. This customer has developed a new partnership agreement with Amazon and JD.com (Jingdong Mall – China’s largest online retailer). This customer utilizes just-in-time marketing techniques with Google and Facebook to personalize advertising of the products.

3. Farm and Home Store

This customer is a family-owned chain of 24 Farm and Home stores located in Iowa and Wisconsin as well as an extensive online e-store. Each store has a complete line of tools and supplies, for the farm, home and garden. The chain strongly believes in supporting organizations such as 4-H, FFA, local county fairs, churches, etc. The chain currently only carries honey extractors (Mann Lake HH-130) for \$199.95.