IOWA
FFA ASSOCIATION

AG SALES (INDIVIDUAL)
LEADERSHIP DEVELOPMENT EVENT

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LEADERSHIP DEVELOPMENT EVENT (LDE)
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 (https://www.iowaffa.com/about.aspx, "Governing Documents" link on the right) apply directly or in part to LDEs:

- Board Policy #2-2: Changes to Judging Event Results
- Board Policy #2-3: Use of Electronic Storage/Transmission Devices
- Board Policy #2-4: Substitution of Team Members
- Board Policy #2-5: Advancement of Teams to National FFA Competition

II. Eligibly of Chapters and Participants

A. Events are open to all FFA chapters in good standing with the Iowa FFA Association. The first qualifying level of participation varies among sub-district, district, and state levels. Refer to event specific rules to identify the initial level of participation.

B. It is recommended, but not required, to have local FFA advisors or their designee enter teams in the initial level of an event their intent to have a team on Iowa FFA On-Line (http://anfmp01.dmacc.edu/fmi/webd#) seven (7) days prior to the initial event.

C. Participants in the following events may compete in only one sub-district, one district and one state FFA event:

- Ag Broadcasting
- Ag CSI
- Ag Impact
- Ag Issues & Perceptions
- Ag Sales (Individual)
- Chapter Program
- Chapter Website (Event Day Presenter)
- Conduct of Meetings
- Experience the Action
- Extemporaneous Speaking
- FFA Creed Speaking
- Job Interview
- Parliamentary Procedure
- Public Speaking

D. Only one entry per chapter is permitted in each official event with the following exceptions: Ag CSI and Ag Impact. It is strongly recommended that local events be utilized to determine the local winner to broaden the base of competition at the local level.

E. After an FFA Advisor registers the chapter's intent to enter an event, it is suggested, but not required, to enter the names of the participants on Iowa FFA On-Line (http://anfmp01.dmacc.edu/fmi/webd#) by noon three (3) days prior to the event. Any member not listed on Iowa FFA On-Line will need to be registered as an FFA member on the National FFA Roster (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.

F. A participant, at the time of his/her participation in the state event and selection as a national team member, must:

1. 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 LDE in which he/she participates.
2. Be a middle school or high school FFA member. A graduating senior is considered eligible to compete in state and national LDEs 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.
3. Currently be an active FFA member of the chapter making entry into the event.

G. A member may not participate in both a state 4-H and state FFA event when said events are held on the same day.

H. If an entry in an LDE is not able to advance, the designated alternate(s) will become the participant(s).

I. Members are eligible to participate for up to two years in the following LDEs on the sub-district/district level. Once they have participated in one of those events on the state level they are ineligible to participate in that event in future years.

- Ag Broadcasting
- Ag CSI
- Ag Impact
- Ag Issues & Perceptions
- Ag Sales (Individual)
- Chapter Program
- Conduct of Meetings
- Experience the Action
- Extemporaneous Speaking
- FFA Creed Speaking
- Job Interview
- Parliamentary Procedure
- Public Speaking

J. At the Sub-District and District level, it is permissible to deliver the written materials to the Sub-District Advisor or District Advisor respectively. Written materials will be returned following the respective event and may be revised before the next event. Written materials advancing to the State event must be postmarked to the FFA Enrichment Center seven (7) business days following the District event. Events with written materials include:
   - Ag CSI
   - Ag Impact
   - Ag Sales (Individual)
   - Chapter Program
   - Experience the Action
   - Job Interview
   - Public Speaking

K. No student may participate in more than one LDE/CDE each year at the national level.
L. 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. Any assistance given to a team member from any source other than the LDE officials or assistants will be sufficient cause to eliminate the team from the LDE.
M. Proctors that are identified for online or virtual components shall have proper credentials to deliver educational programs to youth and shall not have a conflict of interest with participants in the event. The FFA advisor(s) and/or assistant FFA advisor(s) shall not serve as a proctor.
N. Participants shall not initiate contact with the judges. Doing so will result in a 5% deduction of points. Interactions allowed between the judges and participants are identified in each respective LDE's rules.
O. Items needed for specific phases of each LDE will be noted under their specific rules.
P. 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/official-manual/).
Q. 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.

III. Holding Room Operating Procedures

A. Only holding room supervisor(s) and FFA participants are allowed in the holding area while competitive events are in session.
B. Participants will be escorted to the bathroom by an official FFA student or courtesy corps member. If participants are in procession of electronic storage or transmission devices, participants will hand over technology to student escort during that time.
C. In case of emergency, the sub-district or district advisor will be notified immediately, as well as the participant's advisor(s) and holding room supervisors.
D. In the event of an emergency contact which must be made with a participant, the message will be relayed to the participant by means of the holding room supervisor(s), and/or the holding room supervisor accompanying the advisor(s) delivering the message.
E. In the event that participants are arriving late, the participants will be met at the main entrance of the event and escorted by an event official to the holding room area and immediately check in with the holding room supervisor(s). Allowance of a late arrival is at the discretion of the host advisor.

IV. Judging Results and Awards

A. All events at sub-district, district and state levels are to be judged on a group ranking basis of Gold Emblem, Silver Emblem, and Bronze Emblem. Members placing below the three rankings will be listed as participants. Only if a written rule is violated will a "participation" ranking be given. This will prevent that entry from advancing. If necessary for entry in a regional or national event, one or more of the winners will be selected.
B. First, second, and third place shall be designated in every event at the state level.
C. In sub-district, district and state events, effort will be made to secure three (Ag Sales and Job Interview events shall have four) qualified and impartial persons to serve as judges whose decisions shall be final.
D. Judges:
   1. Effort will be made to make the comments of judges on strong and weak features available to all advisors for their participants, after the placings have been made.
   2. Of all events should make every effort to supply comments on individuals and team events.
   3. Must obtain permission from the LDE Chairperson before issuing a "participation" rating.
E. The results of all district FFA events will be released only by the District FFA Advisor, upon completion of the events at the district level.

F. Results of sub-district, district, and state events are to be released to the press and radio services so that parents and others at home may know of the outcome of the FFA events at the earliest opportunity. Release dates should be STRICTLY observed.
G. All references to awards to be provided by the National FFA Foundation, Inc. or Iowa FFA Foundation, Inc., are tentative, pending final announcement by the organization.
H. Should an unusual interruption occur while an event is in progress it is expected that good judgment will be exercised in maintaining fairness to all participants.
I. Officer books advancing to the state level of competition will not be displayed at the district event in order to assist the district advisors in meeting their obligations to preserve the materials for further competition. They will be displayed at the state leadership conference.

V. <u>Video Recording</u>

A. Recording performances at the sub-district and district level is strictly prohibited.

B. Requests to record a performance at the state competition shall be submitted to state FFA staff for consideration at least 3 weeks before the event date.

C. Approval for a request to record a performance at state competitions shall be at the discretion of state FFA staff.

V. <u>AFNR Career Cluster Content Standards</u>

AFNR Content Standards are specifically outlined within each respective LDE.

Ag Sales (Individual)

2027 Chairperson: Marla Shifflett, Retired
Committee: Jacob Smith, Indianola; Blake Person, Gowrie

I. Overview

The purpose of this event is to prepare FFA members in developing skills and techniques important toward becoming successful salespersons of agricultural products.

This is a Sub-District, District & State Level Event.

II. AFNR Career Cluster Content Standards

CRP.01. *Standard*: Act as a responsible and contributing citizen and employee.
- **CRP.01.01.** *Indicator:* Model personal responsibility in the workplace and community.
- **CRP.01.02.** *Indicator:* Evaluate and consider the near-term and long-term impacts of personal and professional decisions on employers and community before taking action.
- **CRP.01.03.** *Indicator:* Identify and act upon opportunities for professional and civic service at work and in the community.

CRP.02. *Standard*: Apply appropriate academic and technical skills.
- **CRP.02.01.** *Indicator:* Use strategic thinking to connect and apply academic learning, knowledge and skills to solve problems in the workplace and community.
- **CRP.02.02**. *Indicator:* Use strategic thinking to connect and apply technical concepts to solve problems in the workplace and community.

CRP.04. *Standard:* Communicate clearly, effectively and with reason.
- **CRP.04.01.** *Indicator:* Speak using strategies that ensure clarity, logic, purpose and professionalism in formal and informal settings.
- **CRP.04.02.** *Indicator:* Produce clear, reasoned and coherent written and visual communication in formal and informal settings.
- **CRP.04.03.** *Indicator:* Model active listening strategies when interacting with others in formal and informal settings.

CRP.05. *Standard*: Consider the environmental, social and economic impacts of decisions.
- **CRP.05.01.** *Indicator*: Assess, identify and synthesize the information and resources needed to make decisions that positively impact the workplace and community.
- **CRP.05.02.** *Indicator:* Make, defend and evaluate decisions at work and in the community using information about the potential environmental, social and economic impacts.

CRP.06. *Standard:* Demonstrate creativity and innovation.
- **CRP.06.01.** *Indicator:* Synthesize information, knowledge and experience to generate original ideas and challenge assumptions in the workplace and community.
- **CRP.06.02.** *Indicator*: Assess a variety of workplace and community situations to identify ways to add value and improve the efficiency of processes and procedures.
- **CRP.06.03.** *Indicator:* Create and execute a plan of action to act upon new ideas and introduce innovations to workplace and community organizations.

CRP.07. *Standard*: Employ valid and reliable research strategies.
- **CRP.07.01.** *Indicator*: Select and implement reliable research processes and methods to generate data for decision-making in the workplace and community.
- **CRP.07.02.** *Indicator:* Evaluate the validity of sources and data used when considering the adoption of new technologies, practices and ideas in the workplace and community.

CRP.08. *Standard:* Utilize critical thinking to make sense of problems and persevere in solving them.
- **CRP.08.01.** *Indicator:* Apply reason and logic to evaluate workplace and community situations from multiple perspectives.
- **CRP.08.02.** *Indicator:* Investigate, prioritize and select solutions to solve problems in the workplace and community.
- **CRP.08.03.** *Indicator:* Establish plans to solve workplace and community problems and execute them with resiliency.

CRP.09. *Standard:* Model integrity, ethical leadership and effective management.
- **CRP.09.01.** *Indicator:* Model characteristics of ethical and effective leaders in the workplace and community (e.g. integrity, self-awareness, self-regulation, etc.).
- **CRP.09.02.** *Indicator:* Implement personal management skills to function effectively and efficiently in the workplace (e.g., time management, planning, prioritizing, etc.).

CRP.09.03. *Indicator:* Demonstrate behaviors that contribute to a positive morale and culture in the workplace and community (e.g., positively influencing others, effectively communicating, etc.).

CRP.10. *Standard:* Plan education and career path aligned to personal goals.

CRP.10.03. *Indicator:* Develop relationships with and assimilate input and/or advice from experts (e.g., counselors, mentors, etc.) to plan career and personal goals in a chosen career area.

CRP.10.04. *Indicator:* Identify, prepare, update and improve the tools and skills necessary to pursue a chosen career path.

CRP.11. *Standard:* Use technology to enhance productivity.

CRP.11.01. *Indicator:* Research, select and use new technologies, tools and applications to maximize productivity in the workplace and community.

CRP.11.02. *Indicator:* Evaluate personal and organizational risks of technology use and take actions to prevent or minimize risks in the workplace and community.

CRP.12. *Standard:* Work productively in teams while using cultural/global competence.

CRP.12.01. *Indicator:* Contribute to team-oriented projects and builds consensus to accomplish results using cultural global competence in the workplace and community.

CRP.12.02. *Indicator:* Create and implement strategies to engage team members to work toward team and organizational goals in a variety of workplace and community situations (e.g., meetings, presentations, etc.).

III. Event Rules

The rules governing Sub-District, District and State events, in addition to general rules for all LDEs, are as follows:

A. All participants should appear in FFA dress.

B. Guidelines for the two page, double spaced, typed summary sheet:
- Name of participant
- Statement of situation, circumstances, location, etc.
- Representing (company or chapter)
- Product to be sold
- Features of the product
- Product structure
- Warranty
- Service availability
- Demonstration or function (if appropriate)
- Competitors (at least 2) and pertinent information
- Price
- Closing statement or method

C. The written materials or brochures may be publications prepared by the company or may be prepared by the participant. There is no preference to which the participant uses.

D. Four copies of the product summary sheet and four copies of the product materials and brochures must be enclosed in four separate manila envelopes (not file folders), one for each of the four judges. The participant's name and school post office must be on each envelope.

E. Each participant will sell one agricultural product that he/she brings to the event and/or the necessary materials such as pamphlets and sales bulletins. The participants will sell to one of the judges that has assumed the active role of the customer and this judge shall role-play the ag sales situation. (The same judge will assume the role of the customer for all participants.) The participant must attempt to bring the sale to a close.

F. There shall be four judges for this event. One will role-play the customer and the other three will score the participants. The judge to serve as a customer will be selected by the respective Sub-District Advisor, District Advisor, or State FFA Staff. The participant will be notified of which judge this is upon entering the event room. The customer judge may assist the other three judges in making the final evaluations, but will not complete score forms or critique sheets.

G. Judges may write comments on any of the materials, brochures, or summary sheets. Judges are to use the official score form for the event on which to write comments. The blue critique sheets will not be used for this event.

H. At the beginning of the sales presentation, each participant will explain to the judges: situation, circumstances, location, and etc. Failure to give an oral explanation of the sales situation before starting the sales presentation shall result in a five-point deduction. Time for the sales presentation shall not begin until after the sales presentation begins.

I. Each participant will be allowed 6-12 minutes for his/her presentation with a verbal "10 minutes" warning and a time card displayed; this will be a signal to the participant and the "customer" judge that the sale needs to be brought to a close. Points will be deducted for presentations exceeding twelve minutes or less than six minutes (.1 point per second overtime or under time). An additional 5 minutes will be allowed for questions over the product and/or presentation. Questions will not be asked by the observing judges during the sales presentation. Presentation time limit will be called at 15 minutes.

J. At Sub-District level, it is permissible to deliver the written materials to the Sub-District Advisor the day of the event. Written materials will be returned following the Sub-District event. Materials for the advancing teams may be revised and delivered at registration of the District event.

K. At District level, it is permissible to deliver the written materials to registration the day of the event. Written materials will be returned following the District event. Materials for the advancing teams may be revised.

L. Written materials of advancing chapter must be postmarked to the FFA Enrichment Center seven (7) business days following the District event.

M. The judges in each Sub-District shall designate the top two individuals to compete in the District event. The judges shall also name an alternate.

N. The judges in each District shall designate the top two individuals to compete in the State event. The judges shall also name an alternate.

O. The judges at the State level shall designate the top three individuals.

IV. Resource Information

V. Awards

Sub-District:	Chapters:	FFA Certificate	(Available online)
	Individuals:	FFA Certificates	(Available online)
District:	Chapters:	FFA Certificate	(Available online)
	Individuals:	FFA Certificates	(Available online)
State:	Chapters:	FFA Certificate	(Available online)
	Individuals:	FFA Certificates	(Available online)
	Champion Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded after SLC)
	Reserve Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded after SLC)
	3rd Place Individual:	Plaque	(Awarded on Stage at SLC)
	Gold Individuals:	LDE Pin	(Awarded in Chapter Packet at SLC)

All awards subject to available sponsorship.

VI. Event Hosting Guidelines/Checklists

Needed Materials Checklist:

____ Copies of Ag Sales Written Materials
____ Ag Sales Judges Score Form on white (1 copy x 3 judges x Total Number of Participants)
____ Ag Sales Individual Judge Critique Form on pink (1 copy x 3 judges x Total Number of Participants)
____ Ag Sales Summary Form on yellow (1 copy)
____ 2 Tables for Judges
____ 3 Chairs for Judges
____ 1 Table for Participant/Judge
____ 2 Chairs for Participant/Judge
____ "2 Minutes Remaining" Time Card
____ Stopwatch
____ Pens/Pencils for Judges

Event Chairperson: Refer to the "Advisor's Handbook" for specific directions.

VII. Event Forms

Sub-District: _____
District: _____
State: _____

JUDGE'S SCORE FORM
FFA AG SALES EVENT

Judge: _____

Participant's Name: _____

_____ School (Town)

_____ Date of Event

_____ Ag Product Being Sold

Factors to be Judged	Maximum Points Possible	Participant's Points
A. Product Sheet (25 Points)		
1. Product Features - size, color, hp, capacity, etc.	8	
2. Options available	3	
3. Cost	3	
4. Service	3	
5. Competitor information	3	
6. Neatness	5	
B. Presentation (69 Points)		
1. Approach		
- Used good opening	4	
- Determined prospect's need or problem	3	
- Established a friendly atmosphere	3	
- Eye contact	3	
2. Demonstration		
- Had a well organized presentation	4	
- Demonstrated each feature	4	
- Let the prospective buyer participate	4	
- Stressed the benefit of the product	4	
- Attempted to get commitment throughout the presentation	4	
3. Closing the Sale		
- Answered questions positively	5	
- Asked for the order or attempted to close the sale	5	
- Made a smooth effective close	5	
4. Confidence in Sales Ability	3	
5. Tact and Courtesy	3	
6. Appropriateness of Product	3	
7. Questions - answered positively, briefly, and correctly	12	
C. Product Knowledge (6 Points)		
1. Specifications	2	
2. Product safety and operation	2	
3. Product advantages over competition	2	
Total Points	100	
Less deductions of .1 point/second over 12 or under 6 minutes		
Less deductions of 5 points for absence of oral explanation		
Grand Total Points for Participant		

Individual Judge's Ag Sales FFA Event Summary

This form is to be used by Ag Sales Judges to compile their own results.

Event: Ag Sales **Judge Name:**

_____ Sub-District of _____ District _____

District: _____

Date of Event: _____

				Your Rating				
	School P.O. (Town)	Participant Name	Total Points	G = Gold	S = Silver	B = Bronze	P = Participation	Advance to Next Event
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Judge's Ag Sales FFA Event Summary

This form is to be used by Event Chairperson to report results of the judging.

Judge Names:

Event: Ag Sales _____

_____ Sub-District of _____ District _____

District/State: _____ _____

Date of Event: _____ _____

	School P.O. (Town)	Participant Name	Use letters to indicate ratings G - S - B - P			Total Points	G = Gold	S = Silver	B = Bronze	P = Participation	Advance to Next Event
			Judge 1	Judge 2	Judge 3						
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

Chairperson: Display this timecard at 10 minutes.

2 Minutes Remaining