

To: Utah FFA Advisors preparing teams for the Agricultural Sales CDE

We will be following the rules as outlined in the 2006-2011 National Career Development Events Handbook, you can find that document on the National FFA Website at:

https://www.ffa.org/Documents/cde_handbook.pdf.

*****NEW THIS YEAR***** we will require a **PRODUCT SUMMARY SHEET** is due **APRIL 8th** to Brett Evans instructions to follow.

Agricultural Sales CDE
Wednesday, April 27th
Registration begins at 8:00 a.m.
ASTE 129

I. EVENT RULES

- a. Teams will consist of four (4) students.
 - b. All four (4) scores will count toward the team total
 - i. Team Sales Situation = 200
 - ii. Team Test Scores (4 x 100 each) = 400
 - iii. Individual Sales Calls/Presentation (4 x 100) = 400
 - iv. Sales Situation Practicum (4 x 100) = 400
 - c. Proper Official Dress is **HIGHLY** recommended. From the *Utah FFA Chapter Guide to State FFA Activities – Revised: August 2005- Page 19: 2. Agricultural Sales* – Each competitor not in Official Dress (See Utah FFA Association Code of Ethics for definition) will be docked twenty five (25) points from their total score.
- II. The **WRITTEN EXAM** will consist of 25 multiple choice and/or true/false questions worth 4 points each for a total of 100. Participants will be given 40 minutes to complete the test (see rules for points and suggested references for helping students prepare). (I am attaching the 2007 and 2008 exams)
- III. The **TEAM ACTIVITY** will be held during this year's state event. Teams will be provided with a scenario related to the **ANIMAL INDUSTRY**. It is important that all team members speak up during the entire process so that the judges can hear what is being said, and so they can observe how the team is working together. Each team will be given twenty-five (25) minutes to examine all information provided, discuss and develop ideas and prepare a presentation. Teams may bring a laptop computer and utilize PowerPoint for their presentations. If a laptop computer is utilized, the presentation will be presented on the laptop screen. Projectors will not be allowed. Desktop computers will not be allowed. Each team will be responsible for the power supply for their computer. Each team will then have ten (10) minutes with an eight (8) minute warning to make their presentation followed by five (5) minutes for questions.

- IV. The **INDIVIDUAL SALES PRESENTATION/SALES CALL** component will follow the rules as outlined, with the exception of the presentation time modified to 10 minutes with an 8 minute warning. Additional changes include Product Summary Sheets due prior to contests.
- a. The size of the props and products will be limited to what an individual participant can handle and will fit on a standard folding table (32" x 8')."
 - b. Follow the guidelines for the **PROJECT SUMMARY SHEET** closely as outlined in the event rules on page 64 letter d.
 - i. Pre-Contest Requirements
 1. You will have one product summary sheet prior to contest with your CHAPTER's name in the upper left-hand corner emailed to Brett Evans, by April 8th
 - ii. Contest Day Requirements
 1. Each contestant will supply three (3) copies of a product summary sheet the day of the contest.
 2. Please place contestant's NAME and CHAPTER in the upper left-hand corner.
 - c. As each team member will be judged by a different set of judges at the same time, and each team member must have their own props.
 - d. The judges will be in the room when the team member begins the presentation and will tell the presenter when they are ready.
 - e. The product or service the students sell during this portion of the event must be related to one of the seven instructional areas outlined on page 63 of the CDE rules.
 - f. Please email the CHAPTER product summary sheet to:
******IMPORTANT - NEW THIS YEAR ******
State FFA Executive Secretary at: brettevans@utffa.org by **Friday, April 8, 2011**. Any team missing this deadline will be eliminated from the competition.
- V. The **SALES SITUATION (Practicum)** component will follow the rules as outlined. One of the following three sales situations will be selected and announced at the team orientation meeting at 8:00 a.m. The sales situations are:
- a. Customer Relations
 - b. Order Taking/Customer Service
 - c. Prospecting for New Customers

If you have any additional questions, please feel free to contact me. The most important thing is to familiarize your students and yourselves with the revised event rules. They will be followed except as explained as above.

Thank you,

Becki

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