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FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. National FFA Online, www.ffa.org, FFA's Internet web site, can provide information about the National FFA Organization.

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GENERAL INFORMATION

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The National FFA Career Development Events are educational activities organized by the National FFA Organization and sponsored through the National FFA Foundation and special industry sponsors.

This is your copy of the official rules and regulations for National FFA Career Development Events for 2006–2010. Please retain this manual throughout the five-year period. Refer to the Local Program Resource CD-ROM or FFA online for the most up-to-date edition of the Career Development Event Handbook.

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Agricultural Mechanics	Dr. Stephen Poe	523-317-6418	spoe@ag.arizona.edu
Agricultural Sales	Mr. Troy Selman	936-661-9195	TLselman@gmail.com
Agronomy	Mr. Harold Brown	614-836-7694	hbrown@synagro.com
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Dairy Cattle Evaluation	Mr. Jim Ertl	651-582-8347	jim.ertl@state.mn.us
Dairy Cattle Handlers' Activity	Ron Tilford	513-293-4180	rtilford2@cinci.rr.com
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Environmental and Natural Resources	Mr. Billy Sumrall	601-785-9602	glbbeef@bellsouth.net
Extemporaneous Public Speaking	Mr. Dennis Wallace	360-458-6543	dennis_wallace@ycs.wednet.edu
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Job Interview	Ms. Linda Story	270-733-4173	ljstory@bellsouth.net
Livestock Evaluation	Dr. Fred Rayfield	229-896-2293	frayfield@cook.k12.ga.us
Marketing Plan	Mr. John Jeans	503-999-6914	jjeans@astoria.k12.or.us
Meats Evaluation and Technology	Dr. Randy Harp	254-968-9212	harp@tarleton.edu
Nursery/Landscape	Dr. Alan McDaniel	540-231-5781	alanmcd@vt.edu
Parliamentary Procedure	Dr. James Connors	614-292-3386	connors.49@osu.edu
Poultry Evaluation	Dr. Jason Emmert	479-575-3595	jemmert@uark.edu
Prepared Public Speaking	Mr. Dustin DeVries	703-727-9866	ddevries@falconpro.net

PHILOSOPHY FOR NATIONAL FFA CAREER DEVELOPMENT EVENTS

Students are important customers of agricultural education and FFA who recognize quality and value in products and activities. When provided an opportunity to fashion their educational experiences, they generally make wise decisions based on needs. Perceptions, images and opinions of others influence students. They value change based on their perceived personal needs as well as the needs of others. They sometimes value change for the sake of variety. Adults are concerned about the experiences of students and want to help organize experiences that will meet the future needs of students while accomplishing the purposes of agricultural education and the National FFA Organization. The National FFA Organization should assume the leadership role in developing and continuously improving relevant FFA career development events. Although the National FFA Organization should be aware of the needs of state associations and should react to those needs, it should help initiate opportunities that reflect relevant and emerging technology. National FFA Career Development Events should be developed with significant input from FFA members, teachers, partners, respective industry sponsors and others involved in agricultural education.

National career development events should reflect instruction that currently takes place in the entire agricultural education program, including classroom instruction, laboratory instruction, individualized instruction, and/or supervised agricultural experience. However, it is appropriate for the national organization to develop career development events and awards that stimulate instruction in emerging areas that reflect both current and future community, national and global work force needs. The authority for insuring the relevance of an FFA

activity is ultimately vested in the National FFA Board of Directors.

The national organization should promote career development events. Career development events that include team activities should be based on cooperation and teamwork while recognizing the value of competition and individual achievement. The role of career development events is to motivate students and encourage leadership, personal growth, citizenship and career development.

Students should be recognized for achievement in career development events. Quality standards should be used as a basis for achievement. The national organization should ensure that the recognition is appropriate and meaningful. Recognition for achievement should be reflective of the total effort required by the chapter/team/individual and should take place at all levels of participation.

The National FFA Organization shall encourage accessibility and provide opportunities for achievement and recognition for students with diverse backgrounds. High expectations should be consistently communicated to those who are involved in career development events and awards.

GENERAL RULES AND OFFICIAL POLICIES

Violations of any of the following rules may be grounds for the event superintendent to disqualify the participants.

National FFA staff and event superintendents will use the published rules and procedures to organize and implement the National FFA Career Development Events. Event activities may not be conducted, modified or substituted due to lack of necessary materials, expertise or extreme impact to event budgets. Every effort will be taken to

maintain the quality and integrity of the event. In this case notification will be provided at the team orientation meeting. Teams that qualify to compete will be mailed the current format for the specific event in a team orientation packet prior to the convention for which they have qualified.

Team Activities

The primary goal of career development events is to develop individual responsibilities, foster teamwork and promote communications while recognizing the value of ethical competition and the value of individual achievement. Where appropriate team activities will be included that requires two or more members from one chapter working cooperatively. Career development events and awards are intended to be an outgrowth of instruction.

Career development events should:

- include problem solving and critical thinking.
- promote an appreciation for diversity by reducing barriers to participation.
- promote new directions and focus on future needs of members and society.
- include cooperative activities, where appropriate.
- encourage broad participation among members and recognize excellence within levels of experience.
- recognize individual and team achievement, develop general leadership and recognize levels of ability.
- provide local recognition for superior performance at the state and national level.

Eligibility of Participants

1. Each participant must 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 his/her certification and at the time of the national career development event in which he/she participates.

If the participant's name is not on the chapter's official roster for the years in which the dues were payable to the National FFA Organization, a past due membership processing fee of \$25, in addition to the dues must be paid **prior** to certification.

2. The participant, at the time of his/her certification as a national team member:
 - a. must be a *high school* FFA member, (a graduating senior is considered eligible to compete in state and national career development events up to and including his/her first national convention following graduation). (High school refers to grades 9–12.)
 - b. must have qualified as either a 7th, 8th or 9th grade member to compete in the creed speaking event.
 - c. while in school, must be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career.

The National FFA Constitution provides flexibility to meet the needs of students enrolled in non-traditional programs. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event.
 - d. must have qualified as a state representative in a respective career development event; if he or she moves to a

different chapter or a different state, they may be allowed to compete in the national event with the school they qualified with during the qualifying year. Certification forms submitted to the national FFA will be the list that will be accepted.

3. A student may not participate more than once in the same official National FFA Career Development Event. No student may participate in more than one National FFA Career Development Event each year.
4. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.

Official Dress

1. Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events. (Please see the latest edition of the Official FFA Manual.) Official dress is highly recommended for all participants where appropriate and is required for the awards presentation and recognition.

SELECTION AND CERTIFICATION OF STATE TEAMS

1. Each state team may be composed of four members except for agricultural communications, agricultural issues, marketing plan and parliamentary procedure. The members of a state team must be from the same chapter. Members must qualify in the career development event in which they are to participate at the national level. With extenuating circumstances a teacher may substitute another

student from the chapter who may not have participated at a state qualifying event.

2. Each team will be composed of the number of members determined by the specific event committee. See chart on next page for number of team members and number of scores used to comprise the team score.
3. Teams must be selected at a state or interstate career development event held between the immediate previous National FFA Career Development Event Convention and prior to the National FFA Convention in which they are participating. States that qualify more than one year out must request and submit a written waiver for approval at least 110 days prior to the national event.
4. Each state will submit a team declaration form by June 1st prior to the national FFA convention. A \$25 entry-processing fee will be charged for participation in each declared event with the exception of the Dairy Cattle Handlers' Activity. Processing fee must be paid in conjunction with certification of each team.
5. The state supervisor of agricultural education or the executive secretary must certify that participants are eligible. If an ineligible student participates in any career development event, the member will be disqualified and may result in the disqualification of the team as well.
6. All students must be certified by the designated deadline. Once original certification has been completed, no member may be added without first deleting a member.
7. Certification forms will be made available each year to the state supervisor of agricultural education and the executive secretary through the National FFA CDE website and National Agricultural Education Inservice CD-ROM. States must certify participants to the National FFA Organization 110 days

**OFFICIAL DRESS RECOMMENDATIONS, NUMBER OF PARTICIPANTS
AND NUMBER OF SCORES FOR TEAM TOTAL**

Event	Official Dress Appropriate	Number of Participants Allowed(per team)	Number of Scores for Team Total
Agricultural Communications	Yes	5	5
Agricultural Issues	Optional	3-7	Team Score Event
Agricultural Mechanics	No	4	Top 3 Scores
Agricultural Sales	Yes	4	4
Agronomy	Yes	4	4
Creed Speaking	Yes	1	N/A
Dairy Cattle	Yes	4	Top 3 Scores
Dairy Handler	Yes	1	N/A
Dairy Foods	Yes	4	Top 3 Scores
Environmental and Natural Resources	Yes	4	4
Extemporaneous Speaking	Yes	1	NA
Farm Business Management	Yes	4	Top 3 Scores
Floriculture	Yes	4	4
Food Science and Technology	Yes	4	4
Forestry	No	4	Top 3 Scores
Horse	Yes	4	Top 3 Scores
Job Interview	Yes	1	N/A
Livestock	Yes	4	Top 3 Scores
Marketing Plan	Yes	3	Team Score Event
Meats Evaluation and Technology	No	4	Top 3 Scores
Nursery/Landscape	Yes	4	Top 3 Scores
Parliamentary Procedure	Yes	6	Team Score Event
Poultry	Yes	4	Top 3 Scores
Prepared Speaking	Yes	1	N/A

prior to the start of the national convention. The names of all participants may be submitted after the 110 day certification deadline, but must be in the National FFA Center at least ten (10) business days prior to the career development event in which they are to participate. Any additions or deletions of participants less than ten (10) business days prior to the career development event must be done at the national FFA convention within one (1) hour prior to the time of each respective career development event team orientation meeting.

8. To certify at the convention, advisors are to complete an on-site add/delete form. Membership of those participants listed on the on-site add/delete form will be verified after the convention. If at that time, a member is found to be inactive, the team may be disqualified, if the member who is in question had an effect on the team placing. Regardless, the member in question will be disqualified. These participants must also meet all other requirements of eligibility printed in this handbook. When possible membership checks will be done at the time the on-site add/delete form is processed on site. If at this time the participant is not a member the chapter advisor will have the opportunity to pay membership processing fees, state dues and national dues.
9. Each member participating in a National FFA Career Development Event must submit the proper Waiver, Release of Liability and Consent to Medical Treatment Form. The form must be sent to the National FFA Center within 30 days prior to the event. If a team does not qualify for participation in the national event until after this deadline, the waiver form must be submitted with the certification form. Participants who do not submit this form will not be allowed to participate.

National FFA staff highly recommend that all liability waiver forms be submitted with the event certification form prior to the certification deadline. Liability waivers must be submitted with all add/delete forms.

Emergency Conditions

1. Under emergency conditions, a state team participating in a National FFA Career Development Event may be made up of less than the required members. States must still certify teams prior to the national FFA convention, but fewer than the required number could compete if an emergency condition such as illness, death in the family or an act of God would occur. Those individuals competing would still be eligible to qualify for individual awards.
2. Event committees will strive to divide teams into groups so that no two participants from a team will be in the same group. In any case no two members will be placed side-by-side.

Disqualification

1. 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.
2. Teams or participants arriving after the career development event has begun may be disqualified or penalized.
3. 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.

4. Event superintendents may stop any participant if they deem their manner to be hazardous either to themselves or others. Such stoppage shall deem the individuals disqualified for that section of the career development event.
5. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.
6. Participants will not be allowed to utilize personal electronic communication devices, other than those approved by the event officials, during the entire course of the event. Participants who access personal electronic communication devices without prior approval of the event officials will be disqualified.
7. No team, participant, advisor or coach shall visit the event facilities from September 1 to the end of the event. Any team, participant, advisor or coach reported and proven to do so will cause the elimination or disqualification of that team from the national event.
8. Assess a penalty of 10% of the total points allotted for the written documents post-marked after the postmarked deadline in the following events; Agricultural Communications, Agricultural Issues, Job Interview, Marketing Plan and Prepared Public Speaking. If the document is still not received seven days after the postmarked deadline, the team/individual may be subject to disqualification.

Waiver of FFA Rules

Any local chapter seeking a wavier of a National FFA Board Policy or Procedure must submit in writing to the chapter's state FFA association office. If the request is approved at the state level,

it must be forwarded, under the signature of the state FFA advisor or executive secretary, to the national FFA advisor. After study by the appropriate staff, the wavier request must be submitted to the national FFA staff at least 30 days prior to the scheduled event or due date for which the waiver is requested. This policy does not supersede any current FFA policy for appeals already established for a particular FFA program.

Rules Committee of the National FFA Award, Recognition and Career Development Events Advisory Committee

1. The committee will meet only when needed at the national FFA convention and will make all final decisions on interpretation of the rules and regulations of the National FFA Career Development Events. The committee will be chaired by the National FFA Awards, Recognition and Career Development Events Advisory Committee chairperson who will in turn appoint a representative of the each of the following organizations: National Association of Supervisors of Agricultural Education (NASAE), National Association of Agricultural Educators (NAAE) and the American Association for Agricultural Education, (AAAE). The program manager responsible for career development events will also serve. All five committee members will have one vote each.
2. The rules committee will resolve detailed written appeals associated only with scoring errors. Official judges' decisions are final. The announced results are the official results and awards may be duplicated as a result of the appeal. The written appeal must be filed with the education division staff responsible for career development events within seven (7) calendar days of the results announcement and accompanied with a \$50 filing fee. The fee will be returned if the appeal is justified.

Additional Operational Procedures and Policies

Check-in

Participants will report at the national FFA convention as indicated in the annual team orientation packet. Dates, hours and location will be sent annually to the state supervisor of agricultural education and to each team advisor in the team orientation packet. All participants will be given an identification number by which they will be designated throughout the event.

Assistants, Group Leaders and Officials

Each state agricultural education department is encouraged to provide staff and students to help administer and conduct specific National FFA Career Development Events. *States with prepared, extemporaneous and creed speaking participants must provide a judge.* States entering a team may recommend a person or persons to serve as an assistant in the career development event in which a team will participate. These persons may be supervisors, teacher educators, teachers of agriculture or other qualified individuals. A person designated as an assistant, group leader or official for a career development event must neither be the coach, advisor or agricultural instructor of a team/individual in that same career development event; nor shall they have had any direct part in training/coaching the team/individual in preparation for the event after qualification for nationals has occurred. If an individual wishes to train/coach their team/individual, they must excuse themselves from the committee and event preparation for that convention year.

Special Need

Accessibility for all students—All special needs requests and appropriate documentation as outlined in the special needs request procedure must be submitted with appropriate career

development event certification form by certification deadline. National FFA staff and the event superintendent will be responsible for scheduling assistance from a different state association to assist participants.

Scoring

Continuous revisions of scoring sheets, due to computer scoring, will be necessary. Copies of any revised sheets will be sent to the state supervisor/executive secretary of agricultural education 60 days prior to the career development event.

TEAM AND INDIVIDUAL AWARDS

The ranking of teams and individuals in each of the career development events will be on the basis of three logical groups within the total range of scores. These groups will be designated as gold emblem, silver emblem and bronze emblem. Teams and individuals participating in each of the career development events will be rated gold, silver and bronze emblem through a specific procedure that will be predetermined. However, officials will honor natural breaks in scores. In the final written announcement of results, teams and individuals will be ranked from top to bottom in the order of their placing. Awards will be distributed to the winning teams and individuals at award programs following the completion of the career development events.

1. All awards will be provided by a cooperating industry sponsor(s) as a special project, and/or by the general fund of the National FFA Foundation.
2. The team having the highest ranking in each career development event will receive an award and members will receive individual high team awards provided they are present at the time of the awards ceremony.

3. The high individual in each of the National FFA Career Development Events will be announced at the time the awards are distributed and presented with a special award.
4. Results of all National FFA Career Development Events will be released through the education division, National FFA Organization office at the appropriate event award ceremonies.

Career Development Event Scholarships

1. Scholarships may be awarded in the National FFA Career Development Events, *as funding is available*.

Scholarships will be held for a full year beyond the student's graduation date. If the scholarship is not requested within one year after graduation from high school, the scholarship will be forfeited. Information on availability of scholarships will be sent annually along with the "Program for National FFA Career Development Events" to state participating teams and state agricultural education officials. Only one career development event scholarship may be awarded per student per year.

2. Additional scholarships may be available to top FFA members who have participated in National FFA Career Development Events at local, state and/or national levels through the National FFA Collegiate Scholarship Program. Students must meet the criteria for each specific area as outlined in the national scholarship application and complete the application that is mailed to each chapter in order to be considered for these scholarships.
3. Farm Business Management Career Development Event Fellows Program is for the advisors of the top two National FFA Farm Business Management Career Development Event teams. The advisor of

the first place team will receive a \$1,500 award and the advisor of the 2nd place team will receive a \$1,000 award. The advisors may use the awards for **a)** in-service or continuing education **b)** farm business management instructional materials **c)** a scholarship fund for the local FFA chapter. The Fellows awards will be awarded on an "as available" basis. Fellows awards may only be awarded to a FFA advisor for a total lifetime amount of \$2,500. These awards are provided by the National FFA Organization through National FFA Foundation sponsorship by the career development event sponsor.

Written Tests

All written tests used in National FFA Career Development Events will be available for sale through the National FFA Catalog effective the January following each career development event. Please request Item NCQ (year).

Career Development Events Additions/Deletions

- a. National FFA staff in cooperation with the National FFA Board of Directors is expected to be proactive in developing new or initiating changes within existing career development events to ensure they meet the needs of FFA members.
- b. Three years following the initiation of a new career development event, 15 states should be participating and 26 states should be participating after the next three-year period in order to retain the event at the national level.
- c. In addition, if 15 state supervisors/executive secretaries develop a proposal for a new career development event, the national FFA staff will conduct a study for the validity of the career development event and make a recommendation to the National FFA Board of Directors. Representatives of these states

must be from each of the FFA regions. The same process may be used to eliminate a national career development event.

- d. The national organization will certify National FFA Career Development Event winners for international competition when states request, with the understanding that the state team will provide their own travel expenses.
- e. The National FFA Board of Directors and national officers shall approve all changes in the general plan, rules and methods of selecting winners.

NATIONAL FFA AWARD, RECOGNITION AND CAREER DEVELOPMENT EVENTS ADVISORY COMMITTEE

Purpose: To advise the National FFA Board of Directors on issues impacting both National FFA Career Development Events and Awards to ensure:

- 1. all activities are consistent with industry needs.
- 2. all activities are available to all members.
- 3. all activities are conducted openly, fairly and in a quality manner.
- 4. cooperation among various activities occurs, to the degree possible, to promote the interconnectedness of agriculture (i.e. forestry and agricultural mechanics or farm business management and dairy or livestock) and agricultural education (classroom, SAE, FFA).
- 5. new and innovative activities are being put forward for consideration.
- 6. as many students as possible have the opportunity to participate.

- 7. a constant process of local advisor in-service on proper use of these activities as tools for learning is being championed.
- 8. all activities are operated consistently with national FFA board policy.
- 9. activities are conducted within available budgets approved by the FFA board and, if appropriate, FFA foundation board.

Membership

- 1. Two members of the National FFA Board of Directors, selected by the board, one of which will be a state supervisor (preference may be given for the second position to be held by the teacher acting as the USDE representative).
- 2. Two members, who are agricultural education instructors, selected by National Association of Agricultural Educators, (NAAE) through a process of their choosing.
- 3. Two members, who are state staff, selected by National Association of Supervisors of Agricultural Education, (NASAE) through a process of their choosing.
- 4. Two members, who are teacher educators, selected by American Association of Agricultural Education, (AAAE) through a process of their choosing.
- 5. Two FFA members who are or were delegates selected by the FFA national officers through a process of their choosing.
- 6. One member who is a career development event superintendent selected by the CDE superintendents through a process of its choosing.

Consultants

The current superintendent of each FFA career development event area will serve as a consultant.

Term

Members serve a three-year term except for the two FFA member representatives who will serve a one-year term.

Chair

The chair of the national advisory committee on awards and career development events will be the state staff member selected by the National FFA Board of Directors.

Meeting Schedule

1. Annual national convention meeting will be held to report on the completion of activities at convention and provide input into the winter meeting agenda.
2. The annual winter meeting will allow for most of the committee's work to be conducted as a whole group and in sub-groups focused on specific issues or specific types of activities (e.g., team career development events, individual awards, chapter awards).

Costs for all official members and consultants:

- convention meeting cost is borne by each participant.
- the winter meeting cost will be borne by the National FFA Organization, education division budget and the National FFA Foundation special project budgets for career development events.

National FFA Career Development Event Committee Responsibilities

The National Career Development Event Committee should:

1. broadly represent agriculture teachers, agriculture educators, subject matter specialists and industry personnel.
2. be appointed/confirmed by the chief operating officer with authority to manage the team activities and events.
3. build on the principles of volunteerism and individual members should be recognized for their contributions.
4. elect a superintendent to a five-year term that is confirmed by the FFA chief operating officer.
5. develop and propose a three-year budget to be approved by the appropriate FFA staff subject for submission to the National FFA Board of Directors.
6. develop committee assignments cooperatively with FFA staff.
7. be structured to encourage member development within the committee and be sensitive to, and represent the needs of diverse populations and cultures.
8. be large enough to adequately manage the team activities.
9. be responsible for the identification of the number of teams eligible to participate at the national level. They should encourage equal opportunity for members of teams to participate from across the states.

Conflict of Interest

Any career development event committee member who has a team qualify for or choose to train a team that qualifies for national competition in the event related to their committee assignment shall excuse themselves from their committee duties and event preparation for that convention year to eliminate the conflict of interest. It is the committee member's responsibility to inform the event superintendent and national FFA staff of

their involvement with a team that has qualified for national competition. A person designated as an assistant, group leader or official for a career development event must neither be the coach, advisor or agricultural instructor of a team/individual in that same career development event; nor shall they have had any direct part in training/coaching the team/individual in preparation for the event, after qualification for nationals has occurred.

4 CHAPTER

NATIONAL FFA

AGRICULTURAL SALES

CAREER DEVELOPMENT EVENT

A Special Project of the National FFA Foundation

IMPORTANT NOTE

Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all National FFA Career Development Events.

I. PURPOSE

The purpose of the Agriculture Sales Career Development Event is to provide an individual with the basic skills to take advantage of the career opportunities offered in the agricultural sales field. Sales are an essential part of a market economy. Agricultural products benefit from sales skills, both for inputs for production and the marketing of the products.

II. OBJECTIVE

The objective is to develop the skill sets necessary to be successful in sales. These would include the following:

A. Communication Skills

1. Verbal Communication.
2. Written Communication.

3. Interactive Communication - to be able to listen and question in order to gather information.

B. Product Knowledge

1. Features and benefits of a product.
2. Identifying potential customer objections.
3. Knowledge of proper product use.

C. Sales Process

1. Identifying prospective customers through marketing data.
2. Developing an approach that introduces your product to your prospective customer.
3. Develop a sales call that determines and addresses customers needs and objections.
4. Attempt trial closes to confirm customer interest.

5. Understand the basic business structure necessary to sell and deliver a product.
6. Attempt to close the sale by asking the customer to make a buying decision.

D. Maintaining Customers

1. Establish and build customer confidence in you and your product.
2. Address customer complaints including:
 - a. Defective merchandise.
 - b. Maintain customer contact and place additional orders for sales.
 - c. Review product performance.

III. EVENT RULES

1. **Team Make-up-** The event will be a team event consisting of four students. All four students' scores count toward the team total. A team may compete with less than four members.

IV. EVENT FORMAT

The model agricultural sales event will consist of four parts:

- Team Sales Situation
- Written Test
- Sales Call
- Sales Situation

All team members will participate in the written test and sales call components of the event. Using the team approach, each team competes as a group in the team sales. One of the following sales situations will be conducted each year for all participants. Those sales situations are:

- Customer Relations
- Order Taking/Customer Service
- Customer Prospecting

A. Team Sales Situation (200 Points)

The Team Sales Situation is the team activity. Team members work together to demonstrate group dynamics, problem solving, data analysis, decision making and oral and written communication skills.

The following information will be provided to the team as if they were a group of professional salespeople:

1. A product (including features and price - if applicable)
2. Market situation (including competition)
3. Several potential customers

The team will then develop all the strategy necessary to prepare to sell the product in a face to face sales call. This strategy should include but not be limited to:

1. Determining potential customer needs and wants.
2. Identifying features and benefits of the products to address customers' needs and wants.
3. Identifying potential customer objections and prepare to address them.
4. Identifying potentially related products and suggested selling strategies.
5. Developing a sales plan and goals for each customer.

It is critical to remember that in addition to the final presentation being judged, teamwork and equal involvement of all team will also be judged. Also it is critical to not only state what you chose to do, but why you chose to do it. In selling there are no absolute right or wrong answers. Demonstrating the basic fundamentals necessary to accomplish your goal is essential. Members will be expected to participate. The judges will act as the audience, but will not engage in dialog during the presentation. Participants may utilize any

materials provided in the team event for the presentation. 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.

Scoring Criteria for Team Sales Situation

1. **Teamwork Evaluation (50 points), 25%**
 - a. Leadership roles easily perceived.
 - b. Participation by each member of the team.
 - c. Members demonstrated effective listening and communication skills.
2. **Analysis of the information (40 points), 20%**
 - a. Clearly identify the product features and the market for that product.
 - b. Provided information and data is analyzed and utilized.
 - c. Demonstrate the use of basic sales skills.
3. **Quality of the Team's Solution (70 points), 35%**
 - a. Identify sales goal for each customer and or market segment.
 - b. Identify the key benefits of the product.
 - c. Identify potential customer objections and develop strategies to address those objections.

- d. Possible solutions are discussed and analyzed.
- e. Justify decisions

4. **Presentation (20 points) 10%**

- a. Presents team's solution.
- b. Overall delivery professional and well thought out.
- c. Presentation is clear and effective.
- d. All team members participated.

5. **Questions are Taken From: (20 points) 10%**

- a. Teamwork evaluation.
- b. Analysis of the information.
- c. Presentation

TOTAL - 200 POINTS

B. Individual Activities

1. **Objective Written Test (100 points)**

The objective test of the Agricultural Sales Career Development Event is designed to evaluate an individual participant's knowledge of the basic sales skills. Using the listed references as a resource, a twenty-five (25) question test will be administered with four points awarded for each correct answer for a possible score of one hundred (100) points. Each participant will have forty (40) minutes to complete the test. True/False, multiple choice, essay and short answer questions may be utilized.

2. **Sales Call (100 points)**

- a. The participant will select an agricultural product representing one of the seven instructional areas:
 1. Agricultural Mechanics
 2. Agricultural Production
 3. Agricultural Products and Processing
 4. Agricultural Supplies and Services
 5. Forestry
 6. Natural Resources and Rural Recreation
 7. Ornamental Horticulture

- b. The size of any props and products will not exceed what an individual participant can handle and will fit on a standard 30 inch x 48 inch folding table. In the event more than one team member sells the same product, each individual team member must have their own props allowing all team members can compete at the same time.

Note: No flammable or corrosive materials can be brought into the event area.

- c. The participant will give three copies of the participant's project summary sheet (see "d") to the judges before beginning their Sales Presentation. The judges will inform the participant when they are ready to begin.
- d. The product summary sheet will be **one page, single sided and 12 pt. font (Times, Times New Roman or Arial)**. Participant's name and state will be in the upper left-hand corner. The product summary sheet should clearly state the role of the customer (event judge). Examples include dairy farmer, purchasing agent, etc. The summary sheet should include the following:

- Representation (company/chapter)**
- Role customer is to play**
- Product to be sold**
- Features of the product**
- Method of demonstration**
- Sales call objective**
- Product or service price**
- Examples of two or more competing products and their prices**

- e. Each participant will be allowed fifteen (15) minutes for his/her sales call with a time warning at twelve (12) minutes.

The sales call will conclude at fifteen (15) minutes. The sales call will be interactive between the participant and all judges.

- f. No two team members will be judged by the same set of judges.

3. **Practicums - Sales Situations (100 Points /Individual)**

All participants will compete in the same sales situation. One of the following three sales situations will be selected and announced at the team orientation meeting. The sales situation will be worth a total of one hundred (100) points per team member. The sales situations are:

- Customer Relations
- Order Taking /Customer Service
- Prospecting for New Customers

Sales situations will follow the rotational theme schedule as listed below.

Sales Situation Theme Rotational Pattern

- 2006 Animal Industry
- 2007 Crop Industry
- 2008 Natural Resources
- 2009 Agriculture Mechanics
- 2010 Horticulture Industry

a. **Customer Relations (100 Points)**

The event officials will select a realistic scenario portraying a customer relations problem that may occur in agricultural sales. The participant will be evaluated primarily on their sales and human relation skills, and secondly on their technical knowledge of the subject matter. The sales person (participant) will be provided with the company policy or philosophy concerning merchandise return and refunds prior to performing the sales situation. It is possible the salesperson will have to develop a solution independently if the company policy does not specify one for the particular scenario. In this case the salesperson will be evaluated on their

creativity, judgment and application of the philosophy of the company. The participant will have to obtain the majority of the information necessary to solve the problem by interaction with the customer.

Examples of problems that may be used are:

1. Return of defective merchandise sold.
2. Lack of understanding in use of merchandise.
3. Calming and regaining trust of a dissatisfied customer.

The participants will be given a scenario containing the guidelines for the situation. The participants will be allowed ten (10) minutes to look over the information. The participants may make notes as needed on the scenario and use the notes throughout the judging. They must return the scenario to the event staff before they exit the area.

Twelve (12) minutes will be allowed for the participants to demonstrate their customer relations skills. There will be ten (10) minute warning. The sales situation will be interactive with all judges and their scores will be averaged.

**b. Order Taking/Customer Service
(100 Points)**

The participants will demonstrate the skills used when taking an order and incorporating problem solving and/or suggestive selling of additional product(s).

The event officials will select a scenario typical for an agricultural supply company. The participants will be provided with a promotional flyer, catalog or other promotional material that has been mass mailed to select agricultural prospects and customers. Participants will also be provided with an order form and any updated information since the mailing of the promotional material. This

may include such information as out of stock or price updates.

Participants will be given the scenario and supportive materials ten (10) minutes before the event and will have twelve (12) minutes to demonstrate the skills interactively with all judges with at ten (10) minute warning.

**c. Prospecting for New Customers
(100 Points)**

The event officials will select a sales situation. The participants will be given a product description. The participants will then approach a customer and through interaction with that customer determine if they are a prospect. The participants will then attempt to sell that product to the customer or gain an appointment for a future sales call, whichever is appropriate for the scenario. The participants will have ten (10) minutes to read over the product description and the sales situation. Twelve (12) minutes will be allowed with a ten (10) minute warning to interact with the judges. The situation will be interactive with all judges.

V. SCORING

Team Sales Situation

Teamwork Evaluation (25%) 50

- Leadership roles easily perceived.
- Participation by each member of the team.
- Members demonstrated effective listening and communication skills.

Analysis of the information (20%) 40

- Clearly identify the product features and the market for that product.
- Provided information and data is analyzed and utilized.
- Demonstrate the use of basic sales skills.

Quality of the Team’s Solution (35%) 70

- Identify sales goal for each customer and or market segment.
- Identify the key benefits of the product.
- Identify potential customer objections and develop strategies to address those objections.
- Possible solutions are discussed and analyzed.
- Justify decisions.

Presentation (10%) 20

- Presents team’s solution.
- Overall delivery professional and well thought out.
- Presentation is clear and effective.
- All team members participated.

Questions are Taken From: (10%) 20

- Teamwork evaluation.
- Analysis of the information.
- Presentation.

TOTAL POINTS 200

Sales Call

Pre-call Planning. 15

- Anticipating customer needs, Product knowledge

Approaching the Customer. 10

- First Impression, Create customer attention
- Establish Rapport

Determining Customer’s Wants & Needs . 15

- Ask leading questions
- Demonstrate good listening skills

Demonstration 20

- Product features and benefits relevant to customer’s wants
- Allow customer to participate

Customer Objections 20

- Identify and handle customer objections

Closure 20

- Confirming customer interest trial close
- Recognize closing opportunities
- Ask for a buying decision

TOTAL POINTS 100

Individual Sales Situations

Customer Relations Activity

Introduction 10

- Identify yourself, Purpose of call if applicable
- Establish rapport

Attitude 20

- Pleasant, Friendly, Professional, Empathetic

Information via Customer Interaction . . . 25

- Probing to determine and clarify the problem

Develop Solution. 30

- Evidence of product knowledge
- Overcome customer objectives

CLOSING 15

- Get customer agreement, Review and closure

TOTAL POINTS 100

Order Taking/Customer Service

Introduction 10

- Identify yourself, Establish rapport

Attitude 20

- Pleasant, Friendly, Professional, Empathetic

Clarify and confirm the order. 30

- Repeat each item, Confirm availability
- Include product numbers if appropriate

Suggestive/consultative selling. 25

- Suggest related products, Note items on special, Offer substitutes for no stocks

Close the order 15
 Repeat the order, Ask for other needs
 Confirm delivery date
TOTAL POINTS 100

Prospecting for New Customers
Introduction 10
 Identify yourself, Establish rapport
Attitude 20
 Pleasant, Friendly, Professional,
 Empathetic
Qualify the prospect 25
 Probing for customer needs
 Demonstrate good listening skills
Provide features and benefits 25
 Describe features and benefits
 appropriate to the prospects needs
Closing. 20
 Ask for a buying decision, i.e., the order
 or appointment
 Review the order or commitment
TOTAL POINTS 100

Total Team Score Possible
 Team Sales Situation scores. 200
 Sales Calls 400
 Individual Sales Situations scores 400
 Test scores 400
TOTAL POSSIBLE 1400

VI. TIEBREAKERS

Should a tie occur in the individual scores, the highest sales call score will break the tie. If the tie cannot be broke using the sales call score, the highest written test score will be used. If a tie still exists, the highest sales situation score will be used to break the tie. Should a tie occur in the team scores, the highest team sales situation will break the tie. If the teams are still tied then in order the sales call, written test and then the sales situations will be used.

VII. AWARDS

Awards will be presented at an awards ceremony. Awards are presented to teams as well as individuals based upon their rankings. Awards are sponsored by a cooperating industry sponsors as a special project, and/or by the general fund of the National FFA Foundation.

VIII. REFERENCES

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

CRISP Publications, 1200 Hamilton Court,
 Menlo Park, CA 94025-1427 1-800-442-7477)
 FAX 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
- *Calming Upset Customers*,
 Rebecca L. Morgan
 ISBN 1-56052-384-0
- *Telephone Courtesy & Customer Service*,
 Loyd Finch
 ISBN 1-56052-064-7

Sales and Service, Mike Martin

Ditzenberger and Kidney. *Selling- Helping Customers Buy*. South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972) ISBN 0538605316

Agricultural Sales

Chapter: _____ State: _____

TEAM SALES SITUATION

CATEGORY	POSSIBLE	SCORE
Teamwork Evaluation <ul style="list-style-type: none"> • Leadership roles easily perceived • Participation by each member of the team • Members demonstrated effective listening and communication skills 	50	
Analysis of the Information <ul style="list-style-type: none"> • Clearly identify the product features and the market for that product • Provided information and data is analyzed and utilized • Demonstrate the use of basic sales skills. 	40	
Quality of the Team’s Solution <ul style="list-style-type: none"> • Identify sales goal for each customer and/or market segment • Identify the key benefits of the product • Identify potential customer objections and develop strategies to address them • Possible solutions are discussed and analyzed • Justify decisions 	70	
Presentation <ul style="list-style-type: none"> • Presents team’s solution • Overall delivery professional and well thought out • Presentation is clear and effect 	20	
Questions are Taken From: <ul style="list-style-type: none"> • Teamwork evaluation • Analysis of the information • Presentation 	20	
Total Score:	200	

Judge’s Signature: _____ Date: _____

Agricultural Sales

Name: _____ Contestant No.: _____

Chapter: _____ State: _____

SALES CALL

CATEGORY	POSSIBLE	SCORE
Pre-call Planning <ul style="list-style-type: none"> • Anticipating customer needs (5) • Product Knowledge (10) 	15	
Approaching the Customer <ul style="list-style-type: none"> • First Impression • Create Customer Attention • Establish Rapport 	10	
Determining Customer's Wants and Needs <ul style="list-style-type: none"> • Ask Leading Questions • Demonstrate good listening skills 	15	
Demonstration <ul style="list-style-type: none"> • Product Features and Benefits relevant to customer's wants • Allow Customer to Participate 	20	
Customer Objections <ul style="list-style-type: none"> • Identify Customer Objections • Handle Customer Objections 	20	
Closure <ul style="list-style-type: none"> • Confirming Customer Interest (trial close) • Recognize Closing Opportunities • Ask for a buying decision 	20	
Total Score:	100	

Judge's Signature: _____ Date: _____

Agricultural Sales

Name: _____ Contestant No.: _____

Chapter: _____ State: _____

CUSTOMER RELATIONS ACTIVITY

CATEGORY	POSSIBLE	SCORE
Introduction <ul style="list-style-type: none"> • Identify yourself • Purpose of call (if applicable) • Establish Rapport 	10	
Attitude <ul style="list-style-type: none"> • Pleasant • Friendly • Professional • Empathetic 	20	
Information via Customer Interaction <ul style="list-style-type: none"> • Probing to Determine the Problem • Clarify the Problem 	25	
Develop Solution <ul style="list-style-type: none"> • Evidence of Product Knowledge • Overcome customer objections 	30	
Closing <ul style="list-style-type: none"> • Get customer agreement • Review and closure 	15	
Total Practicum Score:	100	

Judge's Signature: _____ Date: _____

Agricultural Sales

Name: _____ Contestant No.: _____

Chapter: _____ State: _____

ORDER TAKING/CUSTOMER SERVICE PRACTICUM

CATEGORY	POINTS POSSIBLE	SCORE
Introduction <ul style="list-style-type: none"> • Identify yourself • Establish rapport 	10	
Attitude <ul style="list-style-type: none"> • Pleasant • Friendly • Professional • Empathetic 	20	
Clarify and confirm the order <ul style="list-style-type: none"> • Repeat each item • Include product numbers (if appropriate) • Confirm availability 	30	
Suggestive/consultative selling <ul style="list-style-type: none"> • Suggest related products • Note items on special • Offer substitutes for no stocks 	25	
Close the order <ul style="list-style-type: none"> • Repeat the order • Ask for other needs • Confirm delivery date 	15	
Total Practicum Score:	100	

Judge's Signature: _____ Date: _____

Agricultural Sales

Name: _____ Contestant No.: _____

Chapter: _____ State: _____

PROSPECTING FOR NEW CUSTOMERS

CATEGORY	POSSIBLE	SCORE
Introduction <ul style="list-style-type: none"> • Clearly yourself • Establish rapport 	10	
Attitude <ul style="list-style-type: none"> • Pleasant • Friendly • Professional • Empathetic 	20	
Qualify the prospect <ul style="list-style-type: none"> • Probing for customer needs • Demonstrate good listening skills 	25	
Provide features and benefits <ul style="list-style-type: none"> • Describe features and benefits appropriate to the prospects needs 	25	
Closing <ul style="list-style-type: none"> • Ask for a buying decision, i.e., the order or appointment • Reviewing the order or commitment 	20	
Total Practicum Score:	100	

Judge's Signature: _____ Date: _____