

# Agricultural Sales —Career Development Event Sponsored by: Learning Labs/Applied Technology



**Purpose:** The FFA Agricultural Sales Career Development Event (CDE) provides individuals with the basic skills to take advantage of the career opportunities offered in the 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.

**Background:** Many agricultural careers today are in the area of sales and service. Agricultural Education students are taught competencies that will help them compete in the sales industry. This relatively new CDE was developed to

provide competition is Agricultural Sales encouraging members to become more proficient in the area. The Agricultural Sales CDE involves:

- Communication skills both verbal (face to face and by telephone), written, and interactive communication (to be able to listen in order to gather information).
- Product knowledge including features and benefits of a product, identifying potential customers, and knowledge of proper use of a product.
- The sales process by developing a sales presentation to sell and deliver a product.
- Maintaining customers by establishing and building customer confidence in the student and the product.

This CDE is currently held on the state and national levels and consists of teams of three to four FFA members. All chapters in Tennessee are eligible to compete on the state level at the State FFA Convention held each spring in Gatlinburg. The state winner will represent Tennessee at the National FFA Convention in October. The state CDE is judged by business and industry people proficient in their knowledge of agricultural sales.

**Visibility:** The sponsor of this award will be recognized in the following ways:

- Immediate press release recognizing the new partnership.
- Statewide recognition at the state FFA convention in front of 2,500 FFA members.
- Statewide media recognition through press releases in agricultural publications.
- Name of sponsor on plaques received by FFA members.

**Budget:** The annual cost of this three-year commitment is \$1000.00 each year. This amount of support each year will provide the award plaques with sponsor's name on each of three regional levels, communication on the statewide level and

travel expenses for the winning team to the National FFA Convention.

Expected Results: This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development in the area of agricultural sales.