

Agricultural Sales References

References

This list of references is not intended to be all inclusive.

Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. Make sure to use discretion when selecting website references by only using reputable, proven sites. The following list contains references that may prove helpful during event preparation. The most current edition of resources will be used.

- Past CDE materials and other resources are available by logging in to: ffa.org
- ProSelling: A Professional Approach to Selling in Agriculture and Other Industries, W. Scott Downey, ISBN-13: 978-0978895211
- 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
- Ditzenberger and Kidney, Selling-Helping Customers Buy, South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 0538605316.
- Understanding Ag Sales, ffa.org

