

Agricultural Sales

Event Rules

All members participating in this Career Development Event must meet the eligibility requirements and adhere to the rules of the Kentucky FFA Association as outlined in the Rules Governing FFA Activities document.

Number of members on a team: Four

Official Dress Appropriate: Yes

Regional Event: Determined by the region

State Event: State FFA Convention

The regional product for Agricultural Sales will be released in September.

The state product for Agricultural Sales will be released by May 1.

Participants are NOT permitted to bring the product with them to the regional or state contest.

Each participant is allowed to bring a one-inch binder to the event containing the provided product information and any other information gathered by the participant. Items in the binder may include but are not limited to: photos of the product, brochures or flyers related to the product, printed versions of the company website, pricing information, and/or information related to advanced features or options.

Business cards are prohibited and will not contribute to the individual or team score.

EQUIPMENT

Equipment provided by student:

- #2 Pencil
- One Inch Binder (as described below)



Last Modified: September 4, 2025

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GENERAL KNOWLEDGE EXAMINATION (120 POINTS EACH/480 POINTS TEAM)

Participants will complete a written examination related to the topics of sales and salesmanship.

The exam will not exceed 30 questions and 45 minutes.

TEAM SALES ACTIVITY (175 POINTS)

The team activity will be 20 minutes total, with 10 minutes allotted for a team discussion and 10 minutes for individual questions. Teams will be judged during the entire 20 minutes.

Team members will utilize teamwork, group dynamics, problem-solving, data analysis, decision making, and oral communication skill to prepare themselves to answer questions individually. These individual questions will be used to determine a team's grasp of sales principles and ability to apply those principles to real-world situations while also ensuring all members are participating.

The team will be provided with paper and pencil to take notes. Presentation equipment, such as laptops, flipcharts, or dry erase boards, will not be allowed. Individuals will be allowed to use their 1-inch binder during the Team Event.

The team will be given the profile of a customer and will have 10 minutes to interact and discuss a pre-call plan (utilizing the product(s) release before the event) in preparation to sell the product(s) in a face to face sales call to that customer.

After the 10 minutes, team members will have 10 minutes to answer questions individually from the judges. Judges will address questions to specific individual team members.

Questions will be related to the product(s), the provided customer, and the application of selling principles to both. In addition, clarifying questions will be asked to ensure they can accurately assess each answer/team member.

- Students will answer individually, without assistance from their team members.
- Students cannot use the same answer a teammate has previous given.
- Please note that this is not a presentation. A brief introduction beginning with the chapter being represented and each team member's name is all that is expected.
- Any notes taken and the Customer Profile will be left with the judges after the Team Event ends.

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INDIVIDUAL SALES ACTIVITY (150 POINTS EACH/600 POINTS TEAM)

Participants will be given a preliminary customer profile and will have at least five minutes to review the preliminary customer profile prior to meeting with the judge(s).

Participants will directly sell the product(s) to judge(s).

The judge(s) will act as the customer, which may include not buying the product.

Participants will have to establish rapport, ask probing questions to ensure they meet the customer's needs, and clarify customer information as a part of the sales call.

Participants will have 15 minutes to interact with the judge(s). Participants are allowed to use their one-inch product information binder during the individual activity.

Participants will be scored using the Individual Sales Call Rubric.

CUSTOMER SERVICE CALL (70 POINTS EACH/280 POINTS TEAM)

Participants will directly interact with a customer judge(s) who has questions or problems with their respective product or services sold to them.

Students will be given a preliminary customer profile and will have at least five minutes to review it before meeting with the judge(s).

The judge(s) will act as the customer. Participants will have to establish communication, ask probing questions to determine the customer's situation and clarify customer information while working within the given policy, resolve the situation and/or build the customer relationship.

Participants will have up to 20 minutes to interact with the judge(s).

Participants can use their 1-inc product information binder during the customer service call activity.

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Scoring

Possible score for each team is 1535 points.

All four team members' scores will count toward the team score.

Teams will be ranked in numerical order on the basis of the final team score.

Individuals will be ranked in numerical order on the basis of the final individual score.

TIEBREAKER

Ties will be broken based on the team with the combined highest individual sales scores.