**Agricultural Sales**

**Career Development Event**

**Chairperson Information *Update April 2025***

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| **CDE Chairperson(s)** | Stephen Geib (Elizabethtown)  Noah Phillips (Montoursville) |
| **Email** | [stephen\_geib@etownschools.org](mailto:stephen_geib@etownschools.org) nphillips@montoursville.k12.pa.us |
| **Best Contact Number** | Stephen Geib 717.875.9260  Noah Phillips 570.637.7699 |
| **Contest Date/Times** | Tuesday 1-3 PM Wednesday 9 AM until finished (usually by 1 PM) |
| **Contest Location** | Ferguson Building |
| **CDE Review Time** | None |
| **CDE Review Location** | None |

***Basic CDE Guidelines***

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| **Event Type**  Individual and/or Team:  Team of 4 plus 3 individuals.  7 total maximum attendance | **4 Team Members required**  No dropped scores |
| Individual Event Materials List  1” Binder with Product Information  Pencil or Pen  Calculator | Team Event Materials List  1” Binder with Product Information  Pencil or Pen  Calculator |
| Attire  Official dress both days | CDE At-A-Glance (List of major components)  Part I: Written Exam  Part II: Team Activity  Part III: Individual Sales Call  Part IV: Customer Service Call |
| Pre-State CDE Expectations   * Study the product BEFORE coming to the contest and prepare a 1” sales binder with product information. More specific guidelines are posted [here](https://paffa.org/Competitive-Events). | |
| CDE Changes from Previous Years?   * New product each year, based on the product used by National FFA from the previous year * Product(s) will relate to one of the AFNR career pathways | |

***CDE Rules***

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| **CDE Component** | **Points** | **Component Description** |
| Written Exam | 120 points per individual | Students complete a 30-question exam about general sales skills and the current year’s product. |
| Team Activity | 175 points per team | Students work as a team to complete a per call plan for a given customer scenario. |
| Individual Sales Call | 150 points per individual | Students directly sell the assigned product to a judge acting as a customer. |
| Customer Service Call | 70 points per individual | Students interact with a customer (judge) who has a question or problem about a product they purchased. |
| **Causes for Disqualification:** cheating, cell phone use | | |
| **Individual Tie-Breaker:** Written Exam (1), Individual Sales Call (2), Customer Service Call (3) and Team Activity (4)  **Team Tie-Breaker:** Written Exam Total (1), Team Activity (2), Individual Sales Call Total (3) and Customer Service Call Total (4) | | |

***Resources***

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| [Written Exam Test Bank Questions](https://ffa.app.box.com/s/a5dkpp2007k9rpaolzhv5xg6o852d04i/folder/50518217987)  [National FFA Ag Sales CDE Handbook](https://ffa.app.box.com/s/jraa5i7wdf9r16dubvl911eb9gt018dw) |