



Agricultural Sales Career Development Event



Chairperson Information

Update September 2025

CDE Chairperson(s)	Stephen Geib (Elizabethtown) Noah Phillips (Montoursville)
Email	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 2 PM)
Contest Location	Ferguson Building
CDE Review Time	None
CDE Review Location	None

Basic CDE Guidelines

Event Type Individual and/or Team: Team of 4 plus 3 individuals. 7 total maximum attendance	4 Team Members required No dropped scores
<u>Individual Event Materials List</u> 1" Binder with Product Information Pencil or Pen Calculator	<u>Team Event Materials List</u> 1" Binder with Product Information Pencil or Pen Calculator
<u>Attire</u> Official dress both days	<u>CDE At-A-Glance (List of major components)</u> Part I: Written Exam Part II: Team Activity Part III: Individual Sales Call Part IV: Customer Service Call
<u>Pre-State CDE Expectations</u> <ul style="list-style-type: none"> Study the product BEFORE coming to the contest and prepare a 1" sales binder with product information. More specific guidelines are posted here. 	
<u>CDE Changes from Previous Years?</u> <ul style="list-style-type: none"> 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

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		
<u>Individual Tie-Breaker:</u> Written Exam (1), Individual Sales Call (2), Customer Service Call (3) and Team Activity (4)		
<u>Team Tie-Breaker:</u> Written Exam Total (1), Team Activity (2), Individual Sales Call Total (3) and Customer Service Call Total (4)		

Resources

[Written Exam Test Bank Questions](#)

[National FFA Ag Sales CDE Handbook](#)