

Agricultural Sales Career Development Event

New Jersey FFA Association
New Jersey Department of Agriculture
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In Cooperation with the New Jersey Department of Education

Purpose of Event

The marketing of agricultural products is a key to profitability in today's competitive economy, and agricultural sales play a major role in the marketing process. FFA activities are an integral part of the instructional program in Agriculture, Food, and Natural Resources Education. Through the Agricultural Sales event, students will have the opportunity to prepare for careers in sales by participating in a wide range of activities oriented around the total sales process.

Common Core & State Core Curriculum Content Standards (CCCS)

Through Agriculture, Food, and Natural Resources Education, FFA is helping students meet the Common Core Standards and State Core Curriculum Content Standards. The Agricultural Sales Career Development Event teaches students about English Language Arts and 21st Century Life and Careers. Some examples of how the Agricultural Sales Career Development Event is meeting these standards are:

All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.

- FFA members learn the importance of problem-solving through their agricultural sales call. [9.1.A - 21st-Century Life and Careers: 21st-Century Life & Career Skills- Critical Thinking and Problem Solving]

Students will: adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate.

- Through agricultural education, students learn communication through customer service inquiries. [SL.11-12.6. English Language Arts: Speaking and Listening – Presentation of Knowledge and Ideas]

All students will apply knowledge about and engage in the process of career awareness, exploration, and preparation in order to navigate the globally competitive work environment of the information age.

- Students develop skills to become successful in the workplace through the demonstration of taking orders, answering phones, giving presentations, creating order forms, and working with others. [9.3 21st-Century Life and Careers: Career Awareness, Exploration, and Preparation]

All students who complete a career and technical education program will acquire academic and technical skills for careers in emerging and established professions that lead to technical skill proficiency, credentials, certificates, licenses, and/or degrees.

- Through the Agricultural Sales CDE, students learn and apply skills necessary for successful careers in the industry. [9.4.A(7) – 21st Century Life and Careers: Careers and Technical Education – Agriculture, Food and Natural Resources Career Cluster – Agribusiness Systems]

Rules of Event

All Career Development Events will follow the general rules, which are published in the NJ State FFA Activity Guide (Form 7.000). This event will consist of three (3) phases: Phase I - Team Activity (20 analyze information and develop presentation, 10 minutes Present, 5 minutes Questions); Phase II - Written Exam (40 min.); Phase III - Individual Sales Activity (15 minutes). All participants will compete in the same sales situation. One of the following three sales situations will be selected and announced at the beginning of the contest: Customer Relations, Order Taking /Customer Service, and Prospecting for New Customers. This event requires a team of four (4) members in order to compete. All four (4) scores are used in determining the teams rank. For more details on this event, [click here](#) consult the [National FFA Career Development Event Handbook](#).

Scoring for the New Jersey Event

Phase I - Team Activity - 150 points
Phase II - Written Exam - 100 points
Phase III – Individual Sales Activity – 150 points
Team Total – 1150 points Individual Total – 250 points

[Click here to discover the Career Opportunities, SAE Opportunities and Proficiency Award Areas that correspond to the Agricultural Sales Career Development Event!](#)