

Maryland State Agricultural Sales CDE

2019

Product Information

HELLO POTENTIAL MARYLAND STATE AGRICULTURAL SALES TEAMS FOR THE 2019 CDE!

As in the past the state FFA Ag Sales CDE will model the National FFA Ag Sales CDE in regards to rules, test team event, individual sales event, judging card rubrics and product information.

Therefore this year's products to be utilized for the 2019 Agricultural Sales CDE will be:

1. STIHL MS 150 C-E
2. STIHL MSA 140 C-BQ
3. STIHL MSE 180 C-BE
4. STIHL MS 201 C-EM
5. STHIL MSE 210 C-BQ
6. STHIL MS 251 Wood Boss
7. STHIL Woodsman Chainsaw Carrying Case

Students are allowed to bring a **one-inch binder** to the event containing the product information. This **WILL** be the only material allowed. Real-world scenarios will be utilized and students will **NOT** be allowed to invent product information to include pricing, packaging, specials ect. As a salesperson those decisions typically involve or are at the discretion of management.

A price list will be available on the day of the event.

The written exam will include multiple choice, short answer and essay questions and drawn from common sales terms and principals.

Success in sales is easy if your students remember these tips:

- Customers buy from people they know
- The customer is the only person who knows what they want and need
- The only way to find what they need is to listen and ask questions
- Apply product information to fit your features and benefits to their needs and wants
- Listen to your customer's objections
- Close the Sale

If you have any further questions, please do not hesitate to email or call us. Best wishes!

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