



Agricultural Sales

Purpose

The National FFA Agricultural Sales Career Development Event aims to evaluate and demonstrate skills essential for an individual to be successful in an agricultural sales career. Students will also develop an understanding of the opportunities available in the sales industry. The process of selling agricultural products is essential for the production and marketing of agricultural products.

The team of students that wins the West Virginia Ag Sales CDE will represent West Virginia at the Nation FFA Agricultural Sales Career Development Event. Students participating in the West Virginia CDE will work as a team to explore agriculture industry needs, develop an innovative solution to an agriculture related problem, and communicate their solution as a sales pitch. Optional training through the "Agriculture Innovation Challenge" will take place at the WV Fall CDE's. Participating teams will be mentored throughout the semester through virtual meetings. The Ag Sales CDE is open to teams of students from West Virginia FFA chapters, regardless of their participation in the Agriculture Innovation Challenge.

Objectives

The agricultural sales career development event provides the opportunity for the participant to:

- Develop verbal, written and interactive communication skills
- Demonstrate skills to build rapport with customers
- Discuss the features and benefits of a product
- Identify potential customer objections
- Introduce the agricultural product to prospective customers
- Attempt to complete the sale by asking for a customer's buying decision
- Identify and demonstrate the use of questions throughout the sales process
- Develop active listening skills
- Apply sales process and knowledge to service customer needs
- Determine a relevant solution and maintain a relationship in the case of a customer concern
- Ability to apply guidelines and policies to customer situations
- Identify problems and solutions within agriculture industries and develop products to meet those needs

Event Format

This is a team event. There will be no individual placings. Teams will consist of four students. Teams are encouraged to attend the WVU Agriculture Innovation Challenge at Fall CDE's to train for the WV Sales CDE. The official WV Sales CDE will take place at Winter CDE's and will consist of three components:

- Exam (200 points): A 50-question written exam derived from questions and concepts found in the last 5 years National FFA Sales CDE Exams and key concepts relating to entrepreneurship and entrepreneurial thinking. The exam questions will be provided to students in advance of the competition to study. Each students will score up to 50 points, with a full team of four earning up to 200 points.
- Presentation (400 points): Teams will develop a business/product/service related to agriculture and complete a sales presentation (up to 5 minutes). Presentations will be followed by a question and answer period with judges (up to 5 minutes).
- One on One Customer Interaction (400 points): Each team member will conduct an individual customer interaction with one judge (up to 10 minutes). Team members will work to build rapport, share information on their developed business/product/service, and sell their idea. Each student will receive up to 100 points, with a team of four students receiving up to 400 points total.

Students participating in the WV Sales CDE who chose to attend the WVU Extension Agriculture Innovation Challenge in the Fall Ag Innovation Challenge will receive training on product development, presentation skills and will be paired with a trained faculty and college mentors from the WVU Davis College of Agriculture and WVU Extension to support the development and preparation of local teams throughout the fall semester.

This event is a cooperative effort of the WV FFA Association, WVU Extension Service, and the WVU Davis College of Agriculture and Natural Resources. Students' participation in the WVU Agriculture Innovation Challenge during Fall CDE's is not required for eligibility to compete in the event but is highly encouraged. Teams who chose not to attend the WVU Agriculture Innovation Challenge forfeit training and faculty and college student mentorship. To be eligible for training and student mentorship, a minimum of two (2) students must attend the WVU Extension Agriculture Innovation Challenge during Fall CDE's. Alternates are permitted to attend the Fall CDE event, however, a maximum of four (4) members may compete at the Winter CDE's. The highest scoring team in this event will represent WV at the National FFA Sales CDE.

A Note on the WVU Agriculture Innovation Challenge during Fall CDE's

The WVU Agriculture Innovation Challenge will equip students with tools to identify problems with the agricultural industry, develop solutions to those problems, and present those solutions. Each team will be coached by students and faculty throughout the product and pitch development process. Students and college mentors will meet various times between Fall and Winter CDE's. College students will be supervised by a team of WVU Extension faculty. The Agriculture Innovation Challenge is a hybrid of the WVU Impact Challenge program model developed by WVU Extension, the WVU Launch Lab, and the WVU John Chambers College of Business and Economics.

Individual Written Exam (200 points)

The written exam evaluates an individual's knowledge of sales skills. The listed resources will be used as a basic resource, but the questions will be generated based on basic entrepreneurial concepts. Exam questions will be derived from the past five years' National FFA Sales CDE Exams and selected questions relating to basic concepts of entrepreneurship and entrepreneurial thinking. The test will be 50 questions. Students have 45 minutes to complete the exam. The questions will be multiple choice. Point values will be one point for each question for a total team score of 200 points.

Created Product and Sales Pitch/Presentation (400 points)

Participating teams will present a sales pitch for an innovative business, product, service, or invention that solves an agriculture related challenge. Teams' order of presentation will be randomly selected through a lottery system. Each team will be provided with equipment to create and utilize a PowerPoint presentation. Other audio-visual equipment needs are the responsibility of each team. Adequate time for equipment testing prior to the presentation will be provided. Each team will present their product to a team of judges who may be potential customers of the product. Spectators, except for program organizers, are not permitted. Product pitch/presentations may not exceed (10) minutes in duration, directly followed by judges beginning the "Customer Questions" as stated below for a duration of time not to exceed five (5) minutes.

One on One Customer Interaction (400 points)

Team members will interact with a judge serving as a potential customer. Each team member will interact with one "potential customer" for a period not to exceed (10) minutes. Each student will receive up to 100 points for this section of the competition (allowing the team to reach up to 400 points total). Customer interaction will focus on the product developed and presented by the team.

Team Scoring

Activities	Team Points
Written Exam	200
Product and Presentation	400
Customer Questions	400
TOTAL POSSIBLE SCORE	1000

Tiebreakers

In the event of a tie, the following components will be used to determine award recipients:

1. Product and Presentation (Team Score)
2. One on One Customer Interaction (Team Score)
3. Exam (Team Score)

Awards

Awards will be presented to teams during the awards ceremony. The highest scoring team will represent WV at the National FFA Sales CDE.

Rubric, Product and Presentation

Indicator	Exceeds Expectations	Meets Expectations	Below Expectations	Points Possible	Points Earned
Problem thoroughly re-researched and a defined statement.	60-75 points	40-60 points	0-40 points	75	
	The problem was thoroughly researched and defined. The problem is relevant to WV Agriculture.	The problem is slightly researched and defined. May be a problem of WV Agriculturists.	The problem is not well re-searched or defined.		
Solution well defined and is applicable for West Virginia Agriculture.	80-100 points	60-80 points	0-60 points	100	
	The solution is well defined and will make an impact on WV Agriculture.	The solution defined and may make impact on WV Agriculture.	The solution is not well defined nor is it well understood how it will make an impact.		
Brand/ Marketing is easy to understand and is achievable.	60-75 points	40-60 points	0-40 points	75	
	Potential customer base is evident, attainable and methods exist to reach potential consumers. The idea makes sense to the customers for whom it is intended.	Customers may receive this solution. The customer base is less clearly defined. Consumers may initially be confused by the product, branding, or marketing.	The marketing for this solution is not clearly defined nor is it easily obtainable.		
The prototype is easy to understand and functions well.	40-50 points	30-40 points	0-30 points	50	
	A prototype exists, operates and is easily understood.	A functioning prototype exists but its value is not easily understood.	A nonfunctioning prototype or no prototype exists.		
Presentation was articulated clearly and was well organized.	80-100 points	60-80 points	0-60 points	100	
	The team is knowledgeable, respectful, and able to build significant rapport with customers.	The team lacks some understanding of the customer, their product and has modest rapport effectiveness.	Team does not have a good understanding of their customer or product and has little rapport with their potential customer.		

Rubric, Customer Questions

Indicator	Strong evidence of skill	Moderate evidence of skill	Weak evidence of skill	Points Possible	Points Earned
First Impression	7-10 points	4-6 points	0-4 points	10	
	Individual identifies themselves with a good first impression	Individual mostly identifies themselves with a good first impression	Individual poorly identifies themselves with a good first impression		
Active Listening	7-10 points	4-6 points	0-3 points	10	
	Individual actively listens to comments and answers from the customer.	Individual mostly listens to comments and answers from the customer	Individual poorly listens to comments and answers from the customer		
Clarifying Questions	12-15 points	8-12 points	0-4 points	20	
	Individual asks questions to learn about the customer's business. Individual asks questions to confirm preliminary customer information	Individual mostly asks questions to learn about the customer's business. Individual mostly asks questions to confirm preliminary customer information.	Individual poorly asks questions to learn about the customer's business. Individual poorly asks questions to confirm preliminary customer information.		
Product knowledge	24-30 points	18-23 points	0-17 points	30	
	All team members clearly demonstrated knowledge of the product and built significant rapport with customers.	Most team members demonstrate knowledge of the product and can effectively answer questions.	Many questions are left without suitable answers.		
Overall Customer Rapport	24-30 points	18-23 points	0-17 points	30	
	Team is knowledgeable, respectful, and able to build significant rapport with customers.	Team understanding of the customer, their product, and rapport has moderate effectiveness.	Team does not have a good understanding of their customer or product and has little rapport with their potential customer.		

References

This list of references is not intended to be all inclusive.

Other sources may be utilized, and teachers are encouraged to use the best instructional materials available. Make sure to use discretion when selecting website references by using only proven sites. The following list contains references that may prove helpful during event preparation. The most current edition of resources will be used.

- Past CDE materials and other resources are available on [FFA.org](https://www.ffa.org).
- ProSelling: A Professional Approach to Selling in Agriculture and Other Industries, W. Scott Downey, ISBN-13: 978-0978895211
- Professional Selling, Rebecca L. Morgan, ISBN 0-931961-42-4
- Sales Training Basics, Elwood N. Chapman, ISBN 1-56052-119-8
- Closing, Virden J. Thorton, ISBN 1-56052-318-2
- Ditzenberger and Kidney, Selling-Helping Customers Buy, South-Western Publishing Company, Cincinnati, Ohio, 1992, 1-800-543-7972, ISBN 0538605316

Agriculture, Food and Natural Resources Content Standards

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
ABS.01.01. Performance Indicator: Apply micro- and macroeconomic principles to plan and manage inputs and outputs in an AFNR business.		
ABS.01.01.01. b. Apply microeconomic principles to calculate values associated with different inputs and outputs in AFNR businesses (e.g., price, point of equilibrium, opportunity costs, marginal costs, etc.).	Exam	CCSS.ELA-Literacy.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.MATH.CONTENT.HSS.ID. C.7CCSS.MATH.CONTENT.HSS.IC. B.6 Financial Investing: Benchmarks: Grade 12, Statement 9
ABS.01.01.01. c. Create strategies to maximize the efficiency of AFNR business inputs and outputs using microeconomic principles.	Individual sales activity Team sales activity	CCSS.ELA-Literacy.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.MATH.CONTENT.HSS.ID. C.7CCSS.MATH.CONTENT.HSS.IC. B.6 Financial Investing: Benchmarks: Grade 12, Statement 9
ABS.04.02. Performance Indicator: Develop production and operational plans for an AFNR business.		
ABS.04.02.01. b. Compare and contrast the strengths and weaknesses of operational plans from different AFNR businesses to determine best practices.	Exam Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 3 CCSS.ELA-LITERACY.ELA-W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4
ABS.04.02.01. c. Make recommendations to improve operational plans for an AFNR business based on best practices.	Exam Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 3 CCSS.ELA-LITERACY.ELA-W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4
ABS.04.02.02. b. Identify and assess alternative production systems for a specific agricultural product.	Exam Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 3 CCSS.ELA-LITERACY.ELA-W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4
ABS.04.02.02. c. Create strategies to improve the production process of an agricultural product for an AFNR facility (e.g., SWOT — strengths, weaknesses, opportunities and threats, supply chain management, etc.).	Exam Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 3 CCSS.ELA-LITERACY.ELA-W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
		CCSS.ELA-LITERACY.RST.11-12.4
ABS.05.01. Performance Indicator: Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.		
ABS.05.01.01. b. Analyze the role of trade and price in the market structure as it relates to AFNR businesses.	Exam Individual sales activity Team sales activity	AFNR Career Cluster, Statement 7 AFNR Career Cluster – Agribusiness Systems Pathway, Statement 1 Financial Investing: Benchmarks: Grade 12, Statement 13
ABS.05.01.01. c. Evaluate and predict future trends for a specific AFNR product as related to markets, trade, and price (e.g., corn, oil, wheat, etc.).	Exam Individual sales activity Team sales activity	AFNR Career Cluster, Statement 7 AFNR Career Cluster – Agribusiness Systems Pathway, Statement 1 Financial Investing: Benchmarks: Grade 12, Statement 13
ABS.05.01.02. b. Compare and contrast different forms of market competition and how they can be applied to different AFNR businesses.	Exam Individual sales activity Team sales activity	AFNR Career Cluster, Statement 7 AFNR Career Cluster – Agribusiness Systems Pathway, Statement 1 Financial Investing: Benchmarks: Grade 12, Statement 13
ABS.05.02. Performance Indicator: Assess and apply sales principles and skills to accomplish AFNR business objectives.		
ABS.05.02.01. a. Identify and explain components of the sales process for AFNR businesses (e.g., understanding needs, developing solutions, close sale, etc.).	Entire event	CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 5
ABS.05.02.01. b. Apply the sales process to AFNR businesses and communicate ways of accomplishing the businesses' goals and objectives.	Exam Individual sales activity Team sales activity	CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 5
ABS.05.02.01. c. Analyze the sales process of AFNR businesses and create methods to suggest improvements.	Exam Individual sales activity Team sales activity	CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
		Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 5
ABS.05.02.02. a. Research and summarize examples of several types of sales calls used in AFNR businesses (e.g., cold calls, face-to-face meetings, follow up calls, etc.).	Entire event	CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 5
ABS.05.02.02. b. Assess different responses/customer reactions that could be presented during distinct types of sales calls used in AFNR businesses (e.g., competitor prices, competing products, post-sale service, complaints about product, etc.).	Exam Individual sales activity Customer service activity Team sales activity	CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 5
ABS.05.02.02. c. Create strategies to develop plans for distinct types of sales calls used in AFNR businesses.	Exam Individual sales activity Customer service activity Team sales activity	CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 5
ABS.05.03. Performance Indicator: Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.		
ABS.05.03.01. a. Identify and explain marketing principles used in AFNR businesses (4 P's — product, place, price, promotion; attention, interest, desire, action, etc.).	Entire event	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 4 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.ELA-LITERACY.W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 Buying Goods & Services: Benchmarks: Grade 12, Statements 1

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
		Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 7
ABS.05.03.01. b. Assess alternative marketing strategies as related to marketing principles for AFNR businesses (e.g., value-adding, branding, niche marketing, etc.).	Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 4 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.ELA-LITERACY.W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 7
ABS.05.03.02. b. Compare and contrast the strategies of marketing for products and services used in AFNR businesses (e.g., direct marketing, commodities, etc.).	Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 4 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.ELA-LITERACY.W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 7
ABS.05.03.02. c. Devise plans to implement and evaluate marketing strategies for products and services used in AFNR businesses.	Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 4 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.ELA-LITERACY.W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 Buying Goods & Services: Benchmarks: Grade 12, Statements 1

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
		Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 7
ABS.05.03.03. b. Perform a market analysis to gather information for marketing plans for AFNR businesses (e.g., evaluation of competitors, customers, domestic and international policy, regulations and rules, standards, etc.).	Individual sales activity Team sales activity	AFNR Career Cluster – Agribusiness Systems Pathway, Statement 4 CCSS.ELA-LITERACY.L.9-10.6 CCSS.ELA-LITERACY.L.11-12.6 CCSS.ELA-LITERACY.RST.9-10.4 CCSS.ELA-LITERACY.RST.11-12.4 CCSS.ELA-LITERACY.W.9-10.2 CCSS.ELA-LITERACY.W.11-12.2 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 CCSS.ELA-LITERACY.SL.9-10.6 CCSS.ELA-LITERACY.SL.11-12.6 Buying Goods & Services: Benchmarks: Grade 12, Statements 1 Buying Goods & Services: Benchmarks: Grade 12, Statements 3 Buying Goods & Services: Benchmarks: Grade 12, Statements 4 Buying Goods & Services: Benchmarks: Grade 12, Statements 7
CS.02.01.02. c. Devise a strategy to solve a problem in an AFNR system using a set of economic data.	Entire event	
CRP.02.01. Performance Indicator: Use strategic thinking to connect and apply academic learning, knowledge and skills to solve problems in the workplace and community.		
CRP.02.02. Performance Indicator: Use strategic thinking to connect and apply technical concepts to solve problems in the workplace and community.	Entire event	
CRP.02.02.01. b. Assess workplace problems and distinguish the most appropriate technical concepts to apply.	Entire event	
CRP.02.02.01. c. Apply technical concepts to solve problems in the workplace and reflect upon the results achieved.	Entire event	
CRP.04.01. Performance Indicator: Speak using strategies that ensure clarity, logic, purpose and professionalism in formal and informal settings.		
CRP.04.01.01. b. Analyze use of verbal and non-verbal communication strategies in workplace situations.	Individual sales activity Customer service activity Team sales activity	

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
CRP.04.01.02. B. Apply strategies for speaking with clarity, logic, purpose, and professionalism in various situations in formal and informal settings.	Individual sales activity Customer service activity Team sales activity	
CRP.04.03. Performance Indicator: Model active listening strategies when interacting with others in formal and informal settings.		
CRP.04.03.01. b. Apply active listening strategies (e.g., be attentive, observe non-verbal cues, ask clarifying questions, etc.).	Individual sales activity Customer service activity Team sales activity	
CRP.04.03.02. a. Identify use of active listening strategies in formal (e.g., speeches, presentations, etc.) and informal (e.g., conversations, meetings, etc.) settings.	Entire event	
CRP.04.03.02. b. Assess active listening strategies by observing others in formal and informal settings.	Individual sales activity Customer service activity Team sales activity	
CRP.04.03.02. c. Model active listening strategies in formal and informal settings.	Individual sales activity Customer service activity Team sales activity	
CRP.05.01. Performance Indicator: Assess, identify and synthesize the information and resources needed to make decisions that positively impact the workplace and community.		
CRP.05.01.01. b. Analyze how the process of decision making is used in workplace and community situations.	Individual sales activity Customer service activity Team sales activity	
CRP.05.01.03. b. Analyze workplace and community decisions and assess the information and resources used to make those decisions.	Individual sales activity Customer service activity Team sales activity	
CRP.05.02. Performance Indicator: Make, defend, and evaluate decisions at work and in the community using information about the potential environmental, social, and economic impacts.		
CRP.05.02.01. b. Apply a structured decision-making process to improve workplace and community situations.	Individual sales activity Team sales activity	
CRP.05.02.01. c. Evaluate and defend decisions applied in the workplace and community situations.	Individual sales activity Team sales activity	

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
CRP.05.02.02. b. Assess past decisions made in the workplace and community and analyze their effects on environmental, social, and economic situations.	Individual sales activity Team sales activity	
CRP.05.02.02. c. Evaluate workplace and community situations and propose decisions to be made based upon the positive impact made on environment, social and economic areas.	Individual sales activity Team sales activity	
CRP.06.01. Performance Indicator: Synthesize information, knowledge and experience to generate original ideas and challenge assumptions in the workplace and community.		
CRP.06.01.01. b. Synthesize information, knowledge, and experiences to generate ideas for workplace and community situations.	Individual sales activity Team sales activity	
CRP.06.01.02. b. Analyze how assumptions can impact outcomes in a variety of workplace and community situations.	Individual sales activity Team sales activity	
CRP.06.01.02. c. Devise strategies(e.g., ask questions, brainstorm ideas, present facts, and information, etc.) to challenge common assumptions in workplace and community situations.	Individual sales activity Customer service activity Team sales activity	
CRP.08.01. Performance Indicator: Apply reason and logic to evaluate workplace and community situations from multiple perspectives.		
CRP.08.01.01. b. Apply steps for critical thinking to a variety of workplace and community situations.	Individual sales activity Customer service activity Team sales activity	
CRP.08.01.02. b. Assess solutions to workplace and community problems for evidence of reason, logic, and consideration of multiple perspectives.	Individual sales activity Customer service activity Team sales activity	
CRP.08.01.02. c. Devise strategies to apply reason, logic, and input from multiple perspectives to solve workplace and community problems.	Individual sales activity Customer service activity Team sales activity	

Measurements Assessed	Event Activities Addressing Measurements	Related Academic Standards
CRP.08.02. Performance Indicator: Investigate, prioritize, and select solutions to solve problems in the workplace and community.		
CRP.08.02.01. b. Assimilate and prioritize potential solutions to solve problems in the workplace and community.	Individual sales activity Customer service activity Team sales activity	
CRP.08.02.02. b. Apply decision-making processes to generate practical solutions to solve workplace and community problems.	Individual sales activity Customer service activity Team sales activity	
CRP.08.02.02. c. Evaluate and select solutions with greatest potential for success to solve workplace and community problems.	Individual sales activity Customer service activity Team sales activity	
CRP.12.01. Performance Indicator: Contribute to team-oriented projects and build consensus to accomplish results using cultural global competence in the workplace and community.		
CRP.12.01.01. b. Formulate action plans to complete team-oriented projects in the workplace and community, including plans for personal contributions.	Team sales activity	
CRP.12.01.02. b. Apply consensus building techniques to accomplish results in team-oriented situations.	Team sales activity	
CRP.12.02. Performance Indicator: Create and implement strategies to engage team members to work toward team and organizational goals in various workplace and community situations (e.g., meetings, presentations, etc.).		
CRP.12.02.01. b. Assess team dynamics and match strategies to increase team member engagement.	Team sales activity	