

AGRICULTURAL SALES

Purpose:

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

Description:

Participants in the agricultural sales CDE research a provided agricultural product and create sales strategies to sell to a variety of prospective customers.



Career Opportunities:

- Sales manager
- Field sales representative
- Product development
- Marketing
- Agriculture economist
- Food broker
- Pharmaceutical sales



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CDE