



Congratulations!

Rev. July 31, 2025

All times EDT

Congratulations on qualifying for the 2025 National FFA Agricultural Sales Career Development Event at the 98th National FFA Convention & Expo.

We encourage you to use the [CDE/LDE webpage](#) to stay current and locate the event materials. Please review the [General Orientation](#) for essential details, materials, deadlines and assistance. Be sure to read through the handbook and event information sections.

Competition Schedule

We will host a virtual team orientation on [Thursday, Oct. 2 at 5 p.m.](#) Eastern Time. A Zoom invite will be emailed to the certified advisor. This will be recorded and posted on the CDE/LDE Page under event orientation. Before orientation, email questions to me at Theresanoll33@gmail.com to ensure they are addressed and included in the recording.

The test will start the event at the Indiana Convention Center on Oct. 29. The rest of the components will be held at the Indianapolis Marriott Downtown. Reference the attached schedule for timing. Plan travel accordingly.

Event Details

Note the 2024 Changes to the event included the following:

Rules recommending FFA Official Dress, possessing an electronic device other than a calculator as grounds for disqualification.

Customer Service Call Rubric — Added sections: Acknowledging Concerns, and Summarized Solutions and Addressed Concerns. Divided into the following sections:

- Clarifying, Confirmation and Summarizing Section into Clarifying Information and Confirming and Summarizing.
- Solution Development and Maintaining Relationships into Solution Development and Customer Feedback.

The Team Preparation rubric has been combined with Team Questions, eliminating the repetition of sections, placing greater emphasis on Product Knowledge and clarifying questions.

Real-world scenarios will be utilized, and students will not be allowed to invent product information, including pricing, packaging, specials, etc. As a salesperson, those decisions typically involve or are at the discretion of management.

Success in sales is easy if you remember these tips:

- Customers buy from people they know. Build rapport with your customers.
- The customer is the only person who knows what they want and need.
- The only way to find what they want, and need is to listen and ask questions.
- Use the six active listening techniques to help you gain information.
- Apply the product information to fit your features and benefits to their needs and wants.
- Listen to your customers' objections and discuss them.
- Close the sale!

The "Customer Service Call" component is in its third year after reinstatement. Materials are currently included in the list of references for this problem-solving component. The handbook has a rubric and format. Review the format, rubric and coaching video in the "Product Information" link on the CDE/LDE page.

Equipment

Students should create a one-inch binder containing the product information released in August and any other sales materials they would like to use. They may also have a physical calculator for the event, except for the test. This will be the only material allowed.

Dress

We recommend Official Dress when competing in all components of this event.

Recognition

All teams and individuals will be recognized at the Awards Program. Team participants, coaches, advisors, and family are welcome to attend with a convention badge. This program will be streamed on FFA.org.

Final placings for the top four teams and top 10 individuals will be presented on stage during the Third General Session in Lucas Oil Stadium.

Again, congratulations on making it to the National Ag Sales CDE. We look forward to seeing you in October!

Feel free to contact me if you have any questions. Safe travels to all, and I'll see you at the Zoom orientation and then in Indianapolis!

*Sincerely,
Theresa Noll
Event Superintendent, Agricultural Sales
260-243-1057 – Theresanoll33@gmail.com*



AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

2025 EVENT SCHEDULE

All times EDT. Schedule subject to change.

Date	Time	Event	Location
Thursday, Oct. 2	5 p.m.	Team Orientation	Zoom
Wednesday, Oct. 29	7 a.m.	Drop/Add Deadline for team members	Log into Profile to change in certification
	8 a.m.	Team Check-in	Rooms 120-122 (ICC)
	8:30 – 9:30 a.m.	Written Exam	Rooms 120-122 (ICC)
	Noon – 6 p.m.	Team Activity, Individual Sales Activity & Customer Service Call	Marriott Ballroom 1-10 (IMD)
Thursday, Oct. 30	12:30 p.m.	Event Review	Rooms 120-122 (ICC)
	1 p.m.	Awards Program	Rooms 120-122 (ICC)
	7 p.m.	Final Placings- Third General Session	Lucas Oil Stadium

Location Guide

- **Indianapolis Marriott Downtown (IMD):** 350 W. Maryland St. Indianapolis, IN 46225
- **Indiana Convention Center (ICC):** 100 S Capitol Ave, Indianapolis, IN 46225
- **Lucas Oil Stadium:** 500 S. Capitol Ave., Indianapolis, IN 46225



CAREER AND LEADERSHIP DEVELOPMENT EVENTS

2025 GENERAL INFORMATION

Revised: April 18, 2025

Congratulations! We're excited to welcome you to the National FFA Career and Leadership Development Events (CDEs/LDEs) as part of the 98th National FFA Convention & Expo. Information for this year's events is on the [CDE/LDE webpage](#). Go to the webpage now to subscribe to email notifications when updates occur.

COMMUNICATIONS

All communications will be sent to the email in the advisor's FFA.org profile. This email and the mobile number provided are the Advisor's Contact Information. Please add cde@ffa.org to your allowlist to receive important updates. You can also specify a second contact for additional communications. If the advisor's email changes after certification, update it in Certification or email cde@ffa.org with the state, event, and new advisor details.

EVENT HANDBOOKS

Each event will adhere to the rules and procedures outlined in its handbook. Any changes can be found in the Detailed Summary of CDE/LDE Handbook Updates. The current handbooks were posted on the webpage in Jan. 2025 and include all updated formats, lists, and rubrics. Participants should review the event components thoroughly before competing.

CERTIFICATION

All CDE and LDE teams must be certified by Tuesday, Sept. 2. You must certify all team members by the certification deadline. Most certifications may be amended prior to the competition dates. The [How to Certify a Team or Member \(PDF\)](#) contains step-by-step instructions.

TEAM MEMBER CHANGES

Team members can be added or removed from the certified list in Profile on FFA.org until one hour before the first event activity begins. The deadline will be noted in the Event Schedule.

EVENT UPLOADS

Four events—*Agricultural Issues, Employment Skills, Marketing Plan, and Prepared Public Speaking*—require document uploads, including an Authenticity Statement. Use these directions to [Upload a PDF for a CDE/LDE](#). See each event's superintendent letter for further details.

SCHEDULE CONFLICTS

Members may only participate in one CDE/LDE each year. Members participating in multiple award programs may have a scheduling conflict. We encourage students to choose a competitive event or interview over an awards ceremony. If the student or team cannot attend the main stage award presentation, we request a stand-in be sent for the specified session.

ACCOMMODATION REQUESTS

Students needing accommodations or with allergies affecting event participation or provided snacks/meals must complete a [request form](#) at least 30 days in advance (by Sept. 15). This form will remain confidential, and National FFA staff will contact the advisor after receiving the request.

PRACTICE MATERIALS

Sample scan sheets, practicums, and written exams from previous years can be found under "Event Preparation" on the [CDE/LDE webpage](#).

ORIENTATION MEETINGS

All advisors and available team members should attend and review the virtual orientation meetings. Orientation recordings will be posted under "Event Orientation" on the CDE/LDE webpage. The orientation packet contains meeting details and a link to the meetings.

CONVENTION REGISTRATION

[Convention registration](#) is required to compete in the Career and Leadership Development Events, which includes a waiver.

SEE SOMETHING, SAY SOMETHING

We want to hear from you if you notice inappropriate behavior at an FFA event. You will be directed to a third party to file the report, but all reports will be sent to National FFA. If you [see something, say something](#).

INDIANA STATE FAIRGROUNDS SHUTTLES

Courtesy shuttles between the Indiana Convention Center and the Indiana State Fairgrounds ([map](#)) are available for all registered CDE participants. Shuttles depart approximately every 15 minutes. Allow 20 minutes for one-way travel. Shuttles will run from 6 a.m. to the end of your event on Wednesday and Thursday. Check the convention website for details.

THANKING OUR PARTNERS

Our partners' financial commitment is vital to this program's continued success. Contact information is on the [CDE/LDE webpage](#), allowing you to express your appreciation for their support.

CDE/LDE FINALS — INDIANA CONVENTION CENTER

See the top CDE/LDE students compete in their finals. Live streaming is available on [FFA.org](#).

Event	Date	Time (EDT)	Room
Creed Speaking	Wed., Oct. 29	6 -6:30 p.m.	500 Ballroom
Extemporaneous Public Speaking	Thurs., Oct. 30	9:30 -11 a.m.	500 Ballroom
Prepared Public Speaking	Thurs., Oct. 30	Noon-1:30 p.m.	500 Ballroom
Agricultural Issues Forum	Thurs., Oct. 30	4:30-6:30 p.m.	500 Ballroom
Conduct of Chapter Meetings	Fri., Oct. 31	9-11 a.m.	500 Ballroom
Marketing Plan	Fri., Oct. 31	9-11 a.m.	126-128
Parliamentary Procedure	Fri., Oct. 31	2-4 p.m.	500 Ballroom

AWARDS PROGRAMS AND MAIN STAGE RECOGNITION

CDE/LDE awards programs are open events (no tickets required) to recognize all participants and teams. Capture memorable moments! Selfie photo stations will be available for competitors at every event location and during the awards program.

Main stage recognition will announce the national winners, including the top four teams and the top ten individuals, as applicable.

Cash award recipients will receive information on how to claim their award. For more details, see the [Cash Awards Guidelines](#).

National CDE/LDE Advisor Checklist

- ☐ Read this document, General Orientation.
- ☐ Ensure cde@ffa.org is added to your safe sender list.
- ☐ Sign up for CDE/LDE updates on the CDE/LDE webpage: <https://www.ffa.org/participate/cde-lde/>.
- ☐ Note key dates for the release of schedules, event orientation packets and locate preparation materials.
- ☐ Review the current handbook.
- ☐ Review/update your profile on FFA.org with your current email address and mobile number.
- ☐ By August 8th – Download/print the Event Orientation packet at <https://www.ffa.org/participate/cde-lde/>.
- ☐ Sept. 2 – Deadline: Certify your students and upload applicable event documents on FFA.org.
- ☐ Sept. 15 – Deadline: Submit Reasonable Accommodations Requests, <https://form.jotform.com/adarequests/reasonable-ada-accommodations-reque>
- ☐ Sept-Oct. — Attend event orientation

Before leaving for the national event at the convention

- ☐ Confirm certified team members on FFA.org.