**Idaho FFA Association**
**Agricultural Sales**
**Career Development Event**
**Preparation Information**
**2024**

**2023-24 CDE Theme Area:**
Horticulture

**2023-24 Practicum Rotation:**
The product-based practicums (Group C & D) for the 2024 state event are *telephone skills* and *customer prospecting*

**Individual Sales Call Practicum (Group A & B):**
Students participating in the individual sales call (Group A & B), should come prepared with their sales call materials as in previous years.  As a reminder, No electronic media will be used in the sales presentation, unless it is the product which the participant is selling. If the participant is selling an electronic device, no presentation components (PowerPoint, Charts, Videos, etc.) may be present or shown from the device.

*State participants must submit an electronic copy of their Sales Summary to klsmith@uidaho.edu by noon on the Monday prior to the event*.  Copies will be made and distributed to judges.

**Product-Based Practicum (Group C & D):**
The product for the practicum portion of the Agricultural Sales CDE (Group C & D) will be provided to students prior to the event.  The purpose of this rule change is to allow participants practical experience in gathering background information including specifications, product properties, and pricing options for a product prior to competing in the event.

***Event superintendent will provide access to all resources needed (catalogs, pricing sheets, etc.) to navigate practicums during the preparation time allowed for product-based practicums*** (telephone skills, customer relations, and customer prospecting).

Participants completing the product-based practicums are strongly encouraged to **research the product BEFORE the event**.  Participants will be allowed to bring prepared information, pricing sheets, catalogs, sample products with them to the event in order to highlight their knowledge of the product and assist in the practicum process.  While digital resources are allowed, event coordinators cannot guarantee internet access.

## 2024 Product Information (Group C & D)

The products for the 2024 event include two products available from Red Dragon Torch/Flame Engineering https://flameengineering.com/pages/choosing-the-right-torch

The specific products being used for the 2024 event will include Red Dragon Torch products including
- Heavy Duty Torch Kit
- Weed Dragon Torch Kit
- Jet Torch Kit
- Backpack Torch Kit

## Product Resources (Group C & D)

The Flame Engineering website has some great information on the products:
https://flameengineering.com/

Some helpful resources related to the products include:
- Flame Weeding 101
- Product Videos

The price sheet used this year will be based on prices on the Flame Engineering Website.

**General Preparation Resources are available here:**
https://drive.google.com/drive/folders/1bnHU9u5L4EbTBPZFQ5xHiPT6g9xPuaH1?usp=share_link