# FFA Agricultural Sales CDE Study Guide

Study guide for FFA Agricultural Sales events that helps members organize topics like product knowledge, customer needs, presentation, and closing using the official event handbook.

Farm / unit: _____ Date: _____ By: _____

1. Review the official event handbook
2. Study product knowledge
3. Identify customer needs
4. Practice opening a sales call
5. Practice answering objections
6. Practice closing the sale
7. Review ethical selling
8. Take practice exams
9. Note weak areas to revisit

**YOUR NOTES**

**TIP** Role play with a partner and ask for honest feedback on each stage of the sales call.