

Agricultural Sales CDE

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Career Development Purpose and Objectives:

Purpose:

To provide an individual with basic skills in order to take advantage of the career opportunities offered in the area of agricultural sales.

Objectives:

Understand and demonstrate the professional sales process in agribusiness from preparing to sell to developing sales skills.

Develop the ability to build customer confidence in you and your product.
Learn to handle typical customer problems, return of merchandise, defective merchandise, and lack of understanding in use of merchandise.

Determine customer complaints and their basis for complaint, and determine the proper course of action to resolve the issue.

Related Content Standards – Humanities:

Standard 1: Acquisition and use of language

Goal 1.1: Listening

7-12.WL1.1.1.1 Comprehend basic vocabulary in isolation and in context.

7-12.WL1.1.1.2 Capture essential information from everyday conversations and short passages (e.g., cognates, context clues).

Goal 1.2: Speaking

7-12.WL1.1.2.1 Use basic vocabulary to respond to familiar prompts.

7-12.WL1.1.2.2 Express preferences, desires, opinions, and feelings.

7-12.WL1.1.2.3 Use appropriate level of politeness in simulated social exchanges.

Goal 1.3: Reading

7-12.WL1.1.3.1 Decode written text, diacritical marks, and symbolic systems.

Standard 2: Critical Thinking

Goal 2.1: Analysis of Language Elements and Products

7-12.WL1.2.1.2 Derive meaning from word order.

Related Content Standards – Language Arts:

9-12 Grade Speech

Standard 6: Communication

Goal 6.1

9-12.Spch.6.1.1 Assess how language and delivery affect the mood and tone of oral communication and make an impact on the audience. (754.02.a; 754.03.a)

9-12.Spch.6.1.2 Summarize a speaker’s purpose and point of view and ask questions concerning the speaker’s content, delivery, and attitude toward the subject. (754.01.b; 754.02.a)

9-12.Spch.6.1.3 Draw conclusions about the ideas under discussion and support those conclusions with convincing evidence. (753.03.a)

9-12.Spch.6.1.4 Evaluate the clarity, quality, effectiveness, and general coherence of a speaker’s important points, arguments, evidence, organization of ideas, delivery, choice of words, and use of language. (754.03.a)

9-12.Spch.6.1.5 Analyze the types of arguments used by a speaker (e.g., argument by causation, analogy, authority, emotion, and logic). (754.03.a)

Goal 6.2: Acquire Speaking Skills

9-12.Spch.6.2.1 Choose appropriate techniques for developing the introduction and conclusion in a speech, including the use of literary quotations, anecdotes, and references to authoritative sources. (755.01.b)

9-12.Spch.6.2.2 Identify and use elements of classical speech forms (e.g., the introduction, transitions, body, conclusion) in formulating rational arguments and applying the art of persuasion and debate. (755.01.b)

9-12.Spch.6.2.3 Use props, visual aids, graphs, and electronic media to enhance the appeal and accuracy of presentations. (755.01.b)

9-12.Spch.6.2.4 Analyze the occasion and the interests of the audience and choose effective verbal and nonverbal techniques (e.g., voice, gestures, eye contact) for

presentations. (755.01.c)

9-12.Spch.6.2.5 Use effective and interesting language, including formal expressions for effect, standard English for clarity, and technical language for specificity. (755.01.a)

9-12.Spch.6.2.8 Deliver expository presentations that provide evidence in support of a thesis. Include related claims and include information on all relevant perspectives. (755.01.b; 755.01.c)

9-12.Spch.6.2.9 Deliver oral responses to literature that advance a judgment and/or demonstrate a comprehensive understanding of the significant ideas of a work or passage. Support important ideas and viewpoints through accurate and detailed references to the text and to other works. (755.02.a)

9-12.Spch.6.2.10 Deliver persuasive arguments (e.g., evaluation and analysis of problems and solutions, causes and effects) that structure ideas and arguments in a coherent, logical fashion. (755.01.a; 755.01.b; 755.01.c)

Related Content Standards – Mathematics:

9-10 Grade Math

Standard 1: Number and Operation

Goal 1.2: Perform computations accurately.

9-10.M.1.2.1 Use the order of operations and perform operations with rational numbers. (347.02.a)

Standard 5: Data Analysis, Probability, and Statistics

Goal 5.2: Collect, organize, and display data.

9.M.5.2.1 Collect, organize, and display data in tables, charts, and graphs. (352.02.a)

10 Grade Math

Standard 1: Number and Operation

Goal 1.1: Understand and use numbers.

10.M.1.1.2 Use positive and negative numbers, absolute value, fractions, decimals, percentages, and scientific notation, including application in real-world situations. (347.01.a)

10.M.1.1.6 Use appropriate vocabulary.

Goal 1.3: Estimate and judge reasonableness of results.

10.M.1.3.1 Apply number sense to everyday situations and judge reasonableness of results. (347.03.a)

10.M.1.3.2 Identify that error accumulates in a computation when there is rounding. (349.05.b)

Standard 4: Concepts and Principles of Geometry.

Goal 4.5: Use reasoning skills.

10.M.4.5.1 Use logic to make and evaluate mathematical arguments. (348.02.b)

Related Content Standards – Science:

9th Grade - Biology

Standard 1: Nature of Science

Goal 1.6: Understand Scientific Inquiry and Develop Critical Thinking Skills

9-10.B.1.6.2 Utilize the components of scientific problem solving to design, conduct, and communicate results of investigations. (649.01b)

9-10.B.1.6.4 Formulate scientific explanations and models using logic and evidence. (649.01d)

9-10.B.1.6.5 Analyze alternative explanations and models. (649.01e)

9-10.B.1.6.6 Communicate and defend a scientific argument. (649.01f)

Related Content Standards – Social Studies Economics :