



National FFA
2018 Nursery/Landscape CDE
IN-STORE ADVICE AND PRODUCT SALE PRACTICUM
Judges Information Guide
Customer Complaint – Black Spot Disease - Rose

The purpose of this practicum is to evaluate primarily the contestants' communication skills. Part of the conversation (and scoring) will include the contestant's knowledge of equipment characteristics and uses, but the main emphasis remains on communication in a sales environment.

The contestant is a sales representative at a hardware / farm and ranch retailer. Your judging role-play is as a customer with little knowledge of plants. You have a specific need but do not know what information the sales clerk must learn to help you. It is the contestant's task to determine and meet your need, providing additional supporting information as appropriate. Therefore, you should answer all questions in a normal manner while not volunteering details directly, but you may guide the conversation as needed to finish in the 6-minute limit.

Judging Uniformity

The practicum booths are located in a curtained room for sight/sound control, and a separate table area with chairs is provided for judges to complete their scoring before the next group arrives. All judges will meet with the head judge to review procedures while the contestants are being organized. This review will include discussions of possible conversation flow and a consensus on the scoring guide. Please think through your own conversation approach and study the scoring guide beforehand. In addition, between each contestant group the judges should confer on any unique situations or scoring problems that arise.

Each judge will have a folder for holding the scoring guide (attached) on one side and the contestant's score sheet on the other. Some parts may be scored during the conversation (contestants know they are being scored but cannot see what is marked), while the folder may be closed for handling any items offered. Scoring is then completed for the major areas from a recall over the whole conversation.

NOTE 1: For fairness (perceived and real), please avoid judging contestants from your home state and score no more than two contestants from the same state. Keep a record on the attached scoring guide.

Conversation Aid

On the following page are questions and information to help the conversation. It is on a single page so you may place it with the scoring guide on one side of the folder for quick reference until you are familiar with all the parts. Please allow for a variety of responses that may be "correct."



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Background Information - You are an avid, albeit unskilled, gardener that recently moved into your home are proud of your new rose garden. You had purchased 5 Rosa 'Cajun Sunrise' hybrid tea roses at a large “big-box” retailer. You have been watering the plants on a regular basis spraying the plants with a hose when you get home from work in the evening. In the past week (early summer time frame) you have noticed that several of your roses are exhibiting yellow leaves and black spots. You have noticed that many of the leaves are dropping off, but you have left them at the base of the plant as you heard it was good for natural mulching. You have also noticed that fewer and fewer flowers are coming out. You went back to the box store for advice and they told you to just cut off the “bad stuff”. You did this but it does not appear to be helping as more black spots are appearing. You decided that it was time to get advice from an expert and came to the garden center for advice.

Display includes a picture you present of rose leaves exhibiting black spot, the “Common Diseases of Roses” manual prepared for the FFA, two different pesticide labels available for sale, and a photo sheet of three sprayers available for sale. Goal is for the student to identify the disease, offer you the proper disease control option (Funginex or NEEM Oil), and upsell you on an appropriate sprayer.

Conversation Guide - All components below to be included

Opening Line: **“My mom had roses as a kid, so when I got my own place I planted some. I don’t know what is going on with them. This is what they look like.”**

Be sure to work in the general information above on purchase location and watering, plus anything else that promotes the conversation.

- A. What is this? **(black spot disease)**
What kind of pest is that?” **(one of the most common rose diseases in the world)**
How does it affect my roses? **(it is actually a fungus. disease reduces leaf function, which weakens the entire plant)**
These plants are new. Why are they diseased? **(Mass growers do not always provide the healthiest plants (if identify a different disease). Also, noticed that you are watering overhead in the evening. This means leaves stay wet and actually promote the fungus growth).**
- B. Ok, now that I know what it is, what can I do? **(Remove diseased leaves from the plant and where they have fallen. Water in the morning and only from below. Apply a fungicide as preventative treatment. Maintain good 3” mulch bed below)**
Note treatment/selling options – Funginex (good), Neem Oil (good as organic type). Baking soda okay for cheap home recipe but not good as a sale and not as reliable.
- C. Closing: What product do you recommend? **(Apply the following product _____being sure to spray the ground beneath the plant as well. Follow recommended application periodicity).**
Do you have any other recommendations? **(Do you need a sprayer?)**

Judges' Scoring Guide**IN-STORE ADVICE AND PRODUCT****SALE PRACTICUM****National FFA Nursery/Landscape CDE - 2018****Record of contestants judged (State)**

1. _____	6. _____	11. _____	16. _____
2. _____	7. _____	12. _____	17. _____
3. _____	8. _____	13. _____	18. _____
4. _____	9. _____	14. _____	19. _____
5. _____	10. _____	15. _____	20. _____

Customer Complaint

IMPORTANT: Verify contestant number on score sheet matches name tag of your contestant!

Note: Points for suggested criteria or responses are given as specific values or with '+' as additive values up to the total points for that section. Judges have discretion in awarding lower values than shown, if done consistently by all, when response quality deserves less and to allow full value to outstanding contestants.

CONVERSATION**EXPECTATION**

Approach	(4)	Greeting made (+1) Offer to help made (+1) Positive, enthusiastic; not hesitant (+2)
Personality	(7)	Pleasant, friendly manner (+4) Not pushy in selling (+3)
Voice	(7)	Easy to hear and understand (+3) Proper grammar used (+2) Good speaking form (+2)
Information Requested	(7)	What does customer need (+3) Assesses customer knowledge level (+2) Assesses all customer questions (+2)
Salesmanship	(7)	Very effective in selling product/information (+3) Makes you confident in product/information (+2) Tries to expand sale (+1 or 2 for related items)
Closing	(3)	Verifies instructions are understood (+1) Directs to product(s) (+1) Thank you, come again (+1)
PRODUCT/PROCEDURE		
Selection	(6)	Advises Funginex or NEEM (+4) Upsells appropriate sprayer (+2)
Information Provided	(6)	Product/procedure information accuracy (0-6)
Clarity of Information	(3)	Degree of information clarity (0-3)

JUDGING QUESTION GUIDE

My mom had roses as a kid, so when I got my own place I planted them. I don't know what is going on with them. This is what they look like."

Add in box-store purchase and evening, overhead watering as conversation allows.

What is this?

What kind of disease is that?

How does it affect my roses?

These plants are new. Why are they diseased?

Ok, now that I know what it is, what can I do?

Closing: What product do you recommend?

Do you have any other recommendations?



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Monitor's Instructions and Announcement to Contestants
Customer Complaint – Black Spot Disease - Rose

Organization - There will be 8 to 11 contestants in each subgroup coming to this event (11 stations available for use), which has a total of 10 minutes allocated. Assemble the group and read the instructions below. Then move them to stations you assign, directing them to hold on to their score sheets until the judge arrives. Once contestants are in their booth direct them that they have 1 min to review the materials in the booth. Ask Judges to choose a station asking them to verify and shift according to the home-state and multiple-teammate cautions in their procedures. At the end of the 1-minute review, direct Judges to collect score sheets and begin the competition. Competition ends after 6 minutes. Judges will exit; contestants should collect their belongings and wait until the CDE group leader arrives to direct them for rotation to the next event. Judges complete scoring during this time in preparation for the next group arrival and instructions. (Total cycles = 3 main-groups x 5 contestant subgroups each = 15 contestants/judge max.). Ensure judges initial their score sheets in case of issues. Periodically throughout the competition deliver completed score sheets to the central scoring area.

Monitor - Distribute the score sheets to contestants and read the following:

Please complete the contestant information section of this score sheet and let me know when you are complete (wait). Please hold on to your score sheet and present it to the judge at the beginning of the round.

This practicum evaluates your communication skills in a sales environment. You are a sales representative for an independent hardware store. A judge will be a customer seeking assistance. Your job is to determine the problem or need and determine the correct solution. Remember that this is a sales event so don't forget to close the sale.

In just a moment, I will be escorting you in to a booth. Place your personal items on the floor and face towards the center. All the information that you require to make the sale is available in the test booth. When indicate, you will have 1 minute to review the available information and items and remember that you can refer back to them if necessary throughout the competition.

I will then call time, ask the judges to come forward and collect your score sheets and begin the session. You will have 6 minutes to determine the customer's need and provide sales assistance. This may include advising on purchase and use of accessory products.

Are there any questions?

Assign them to the stations, wait for all contestants to be ready and announce the "1 minute review begins now". Ask judges to take a station. Call "Time. Please present your score sheet to the judge. Your 6 minutes begin Now."

After 6 min "Stop. Please collect your belongings." (Direct them to follow the CDE leader when they arrive).