



National FFA
2017 Nursery/Landscape CDE
IN-STORE ADVICE AND PRODUCT SALE PRACTICUM
Judges Information Guide
Hardware Store

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 irrigation. 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 recently purchased a home with a small sized turf yard and one long planter bed. Summer is coming and you are concerned about properly irrigating your property. Summers get fairly hot in your area, and it doesn't rain all that often, so you are looking for a solution that will best handle your lawn as well as a planter bed, while at the same time conserving water. You recently read an ad from one of the large home stores advertising a special deal on sprinklers, but had heard from a neighbor that you would be smart to go to a local hardware store because they offer expert advice and service. You are looking for the best solution for your property.

The test display includes one sheet descriptions of four different irrigation solutions.

Hand-Held Garden Hose , **Sprinkler Irrigation** , **Drip Irrigation** , **Soaker (or Ooze) Hose** The goal is for the student to recommend the Sprinkler irrigation for the lawn and the Soaker Hose for the planter bed. Second choice would be the Sprinkler Irrigation for both applications.

Conversation Guide - All components below to be included. Comments in parentheses and in bold are the main points the student should cover in responding to the question.

Opening Line: "I saw an ad from Mega Market for a lawn sprinkler. I need to water my lawn and garden but I don't know what I should buy. What is the right choice me?"

- "How do you differentiate between irrigation options?" (**coverage, water volume, water waste, evaporation, cost of installation**)
- "What type of application is best for each option?" (**sprinkler – multi use/lawn, handheld hose – small areas, Drip irrigation- planter beds with annual or perennial, Soaker hose – same as drip but wider coverage area**)
- "What are the pros and cons for each? (**Found on "Types of Irrigation" cheat sheet**)
- "What about price?" (**Found on "Types of Irrigation" cheat sheet**)
- "Is there installation labor and cost involved?"(**High for full sprinkler irrigation system, lower for drip, none for others**)
- "Which do you recommend as best for the job at hand?" (**Sprinkler system to handle the turf, and soaker hose for planter bed**)
- "Is there anything else I need?" (**Smart controller for sprinkler system as it sense rainfall and adjusts watering accordingly**)

Closing: "What do I do now?" (**We will take you to our service area where we will set up the appointment to scope out your needs for installation.**)

Judges' Scoring Guide
In-Store Advice and Product
Sales Practicum
National FFA Nursery/Landscape CDE – 2017

Record of Contestants judges (State)

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

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

Note: Points on Rubric are given as specific range of values.

JUDGING QUESTION GUIDE

“I saw an ad from Mega Market for a lawn sprinkler. I need to water my lawn and garden but I don’t know what I should buy. What is the right choice me?”

“How do you differentiate between irrigation options?”

What type of application is best for each option?”

“What are the pros and cons for each?”

“What about price?”

Is there installation labor and cost involved?”

“Which do you recommend as best for the job at hand?”

“Is there anything else I need?”

What do I do now?”