



National FFA
2014 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 an independent outdoor power equipment dealership. 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
SALE PRACTICUM

National FFA Nursery/Landscape CDE - 2014

Irrigation Purchase

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

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. _____

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 Sprinkler and soaker (+3), others (+1) Good argument for model advised (+3)
Information Provided	(6)	Product/procedure information accuracy (0-6)
Clarity of Information	(3)	Degree of information clarity (0-3)

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?”



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Monitor's Instructions and Announcement to Contestants
Hardware Store

Organization - There will be 8 to 10 contestants in each subgroup coming to this event (10 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, collecting their score sheets in order. Distribute the score sheets in order to the judges, asking them to verify and shift according to the home-state and multiple-teammate cautions in their procedures. Timing begins when judges move to the sales booths, and the conversation must be stopped after 6 minutes. Deliver the contestants to the group leader 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.)

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

This practicum evaluates your communication skill and power equipment knowledge. You are a sales representative for an independent hardware store. A judge will be a customer seeking assistance. 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.

Sample product descriptions and related information will be at your station. I will assign you to a station and collect your score sheet. You may then study the materials and information at your station while I am organizing the judges. Timing for the event begins when the customer (your judge) approaches, and you will have 6 minutes to complete the conversation. If a sale at your station is appropriate, make it clear the customer will be picking the sold item(s) up at the service area of the store.

PLEASE NOTE: All the information that you require to make the sale is available in the test booth. Review the available information and items and remember that you can refer back to them if necessary.

Are there any questions?

Be sure your contestant information is on your score form and then give it to me as I assign you to your station. You may review materials at your station until the customer approaches and I announce "begin."

Assign them to the stations, collecting their forms in order which are then passed to the corresponding judges. Remember to start timing as you announce **Begin**. (Judges arrive at the stations.)

Time for the 6 minutes allowed.

Stop. Leave your station now. Please collect any items you were carrying with you.

Move these completed contestants to their group leader.