

Nursery/Landscape CDE

2021

VERBAL CUSTOMER ASSISTANCE (50 POINTS PER CONTESTANT)

This interpersonal relations practicum is designed to evaluate participant knowledge of and ability in:

- Verbal communication.
- Sales and customer assistance skills.
- Plant materials, plant culture and problems.
- Nursery and landscape supplies and equipment.

The participant will assume the role of a business customer service representative (garden center or other related business or an educational agency) responding to an assistance need of the customer or client (the judge). General themes will be on a rotation:

Rotation	Year	Selling
1	2021	Landscape Equipment – (chainsaw, lawnmower, string trimmer, etc.)
2	2022	Plant material – (Selection from Plant ID List)
3	2023	Treatments – (herbicide, pesticide, fertilizer, etc.,)

Basic product information will be provided to the chapters competing in the Nursery/Landscape Contest on May 1st. During the CDE, each participant will be located at a separate station with two minutes allotted to review the materials and information provided prior to arrival of the judge. There will be three (3) specific products to choose from that the participant will have to sell to the customer. These materials may be handled and referred to as appropriate for the conversation with the judge. Scoring criteria are listed on the respective scorecard. There will be no order form that needs to be completed with the sale. Participants will have a total of ten (10) minutes to complete the sale.

**An example is located on the [ND FFA Website](#) under the Nursery/Landscape CDE . **