

**North Dakota FFA**  
**Nursery/Landscape CDE**  
**IN-STORE ADVICE AND PRODUCT SALE PRACTICUM**  
**Judges Information Guide**  
**Outdoor Power Equipment Dealership**

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 power equipment (specifically blowers). 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 selling room is located in one room, and there will be a separate table area with chairs provided for judges to complete their scoring before the next group arrives. All judges will meet with the advisor in charge 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 chapter. 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."

**Background Information** - You recently purchased a home with a small sized lot with several small trees, a driveway and a walkway. It is fall and leaves are starting to fall. You have a backyard party coming up and you want to give your property a polished look for your guests. Your old blower died and you are looking for a replacement. You live in a suburban area with neighbors on either side. The neighborhood is a quiet one and you want to be sure to get a blower that gets the job done but is also quiet and less impactful on the environment. You recently read an ad from one of the large home stores advertising a special deal on blowers but had heard from a neighbor that you would be smart to go to a local dealership because they offer expert advice and service. You are looking for the best blower to purchase for the job.

The test display includes one sheet description of three different blowers. The STIHL BG 56, a gas powered occasional-use blower, a BGE 61 corded electric blower for homeowner use, and BGA 85 battery powered blower. The goal is for the student to recommend the BGA 85 as it is the right sized blower for the job at hand, and provides low noise and zero emissions. Second choice would be the BGE 61 and the BG 56 last.

An important element of this sale is the inclusion of protective equipment (eye, ear), also on display in the test area, and a battery and charger. The student should also be making the point that as a servicing dealer, the blower will be assembled for the customer and training provided before the customer leaves the store, an important sales differentiation from the mass merchant home store.

**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 gas powered blower. I need a blower but I don't know what I should buy. What is the right blower for me?"

- "How do you differentiate between blowers?" (**power, weight, noise, emissions, cutting head**)
- "Is there a difference in use?" (**blowers are designated for occasional/homeowner, and professional use**)
- "Is there a difference in features?" (**Features are designated on product descriptions**)
- "What about price?" (**Prices are designated on product descriptions**)
- "I am not real confident that I know how to use this blower?" (**Dealer representative will set up and demonstrate blower before customer leaves**)
- "Which do you recommend as best for the job at hand?" (**BGA 85. Right power, low noise, no gas, no cord, easy to use, cheap to operate**)
- "Is there anything else I need?" (**Protective equipment, battery and charger**)
- Closing: "What do I do now?" (**We will take you to our service area where they will set up your blower and demonstrate its use. You will have a chance to operate it until you feel comfortable with it.**)

## Judges' Scoring Guide

Record of contestants judged (Chapter)

### IN-STORE ADVICE AND PRODUCT

### SALE PRACTICUM

### North Dakota FFA Nursery/Landscape CDE

1. _____	6. _____	11. _____
2. _____	7. _____	12. _____
3. _____	8. _____	13. _____
4. _____	9. _____	14. _____
5. _____	10. _____	15. _____

**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

<b>Approach</b>	(4)	Greeting made (+1) Offer to help made (+1) Positive, enthusiastic; not hesitant (+2)
<b>Personality</b>	(7)	Pleasant, friendly manner (+4) Not pushy in selling (+3)
<b>Voice</b>	(7)	Easy to hear and understand (+3) Proper grammar used (+2) Good speaking form (+2)
<b>Information Requested</b>	(7)	What does customer need (+3) Assesses customer knowledge level (+2) Assesses all customer questions (+2)
<b>Salesmanship</b>	(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)
<b>Closing</b>	(3)	Verifies instructions are understood (+1) Directs to product(s) (+1) Thank you, come again (+1)

## PRODUCT/PROCEDURE

<b>Selection</b>	(6)	Advises BGA 85 (+3), others (+1) Good argument for model advised (+3)
<b>Information Provided</b>	(6)	Product/procedure information accuracy (0-6)
<b>Clarity of Information</b>	(3)	Degree of information clarity (0-3)

## JUDGING QUESTION GUIDE

- "I saw an ad from Mega Market for a gas powered blower. I need a blower but I don't know what I should buy. What is the right blower for me?"
- "How do you differentiate between blowers?"
- "Is there a difference in use?"
- "Is there a difference in features?"
- "What about price?"
- "I am not real confident that I know how to use this blower."
- "Which do you recommend as best for the job at hand?"
- "Is there anything else I need?"
- Closing: "What do I do now?"

# STIHL®

## STIHL BGA 85

***No gas. No cord. No emissions and almost no weight. The STIHL BGA 85 handheld blower features a powerful 36-volt, lithium-ion battery for excellent blowing power that is quiet, clean, and best of all, cordless..***



### BGA 85 Specifications - Mid-Range Use

WEIGHT	w/o Battery: 3.2 kg (7.0 lbs.) w/ AP 180: 4.9 kg (10.8 lbs.)
BLOWING FORCE*	10 Newtons
AVG. AIR VELOCITY*	47 m/sec. (104 mph)
MAX. AIR VELOCITY*	56 m/sec. (125 mph)
AIR VOLUME AT NOZZLE*	650 m <sup>3</sup> /h (385 cfm)
SOUND PRESSURE RATING*	65 dB(A)
RUN TIME (w/ AP 180)	Up to 17 minutes
POWER SOURCE	Battery
RUN TIME (w/ AR 900)	Up to 90 minutes

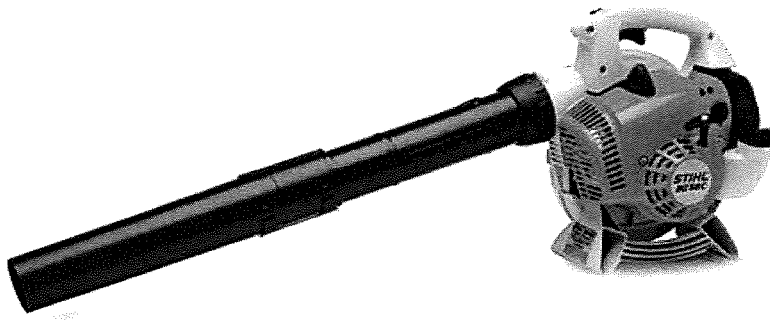
Battery and charger must be purchased separately. \*Tested in accordance with ANSI 175.2 standard. Newton is the force needed to accelerate 1 kg of mass at the rate of 1 m/sec<sup>2</sup>.

## **MSRP \$229.95**

# STIHL®

## STIHL BG 56 C-E

*Ideal for cleaning up leaves and debris on walkways or driveways around the home, the new powerful, low emissions BG 56 C-E handheld gas leaf blower features the STIHL Easy2Start™ system, making starting virtually effortless.*



### BG 56 C-E Specifications - Occasional Use

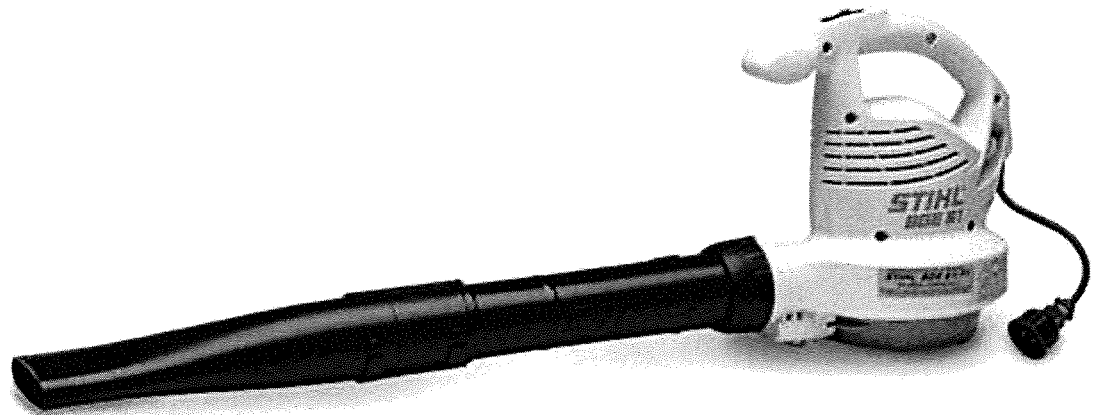
DISPLACEMENT	27.2 cc (1.66 cu. in.)
ENGINE POWER	0.7 kW (0.9 bhp)
WEIGHT	4.2 kg (9.3 lbs.)
FUEL CAPACITY	540 cc (18.3 oz.)
BLOWING FORCE*	13 Newtons
AVG. AIR VELOCITY*	60 m/sec (134 mph)
MAX. AIR VELOCITY*	71 m/sec (159 mph)
AIR VOLUME AT NOZZLE*	710 m <sup>3</sup> /h (418 cfm)
SOUND PRESSURE RATING*	70 dB(A)
POWER SOURCE	Gas

**MSRP \$160.95**

# STIHL®

## STIHL BGE 61

*Easy. Quiet. Done. The STIHL BGE 61 handheld blower is part of a generation of lightweight, powerful electric leaf blowers. Its compact design produces low noise and zero emissions, making it ideal for use around the house without disturbing the neighbors. And there's a built-in cord retainer to help keep you connected.*



WEIGHT	3.1 kg (6.8 lbs.)
BLOWING FORCE*	9 Newtons
AVG. AIR VELOCITY*	66 m/sec. (148 mph)
MAX. AIR VELOCITY*	66 m/sec. (148 mph)
AIR VOLUME AT NOZZLE*	510 m <sup>3</sup> /h (300 cfm)
SOUND PRESSURE RATING*	64 dB(A)
VOLTAGE	120 V (60 hz)
MOTOR OUTPUT	1.1 kW (9.2 amps)
POWER SOURCE	Electric

**MSRP \$109.95**

# **STIHL**

## **STIHL AP 300 Lithium-Ion Battery**

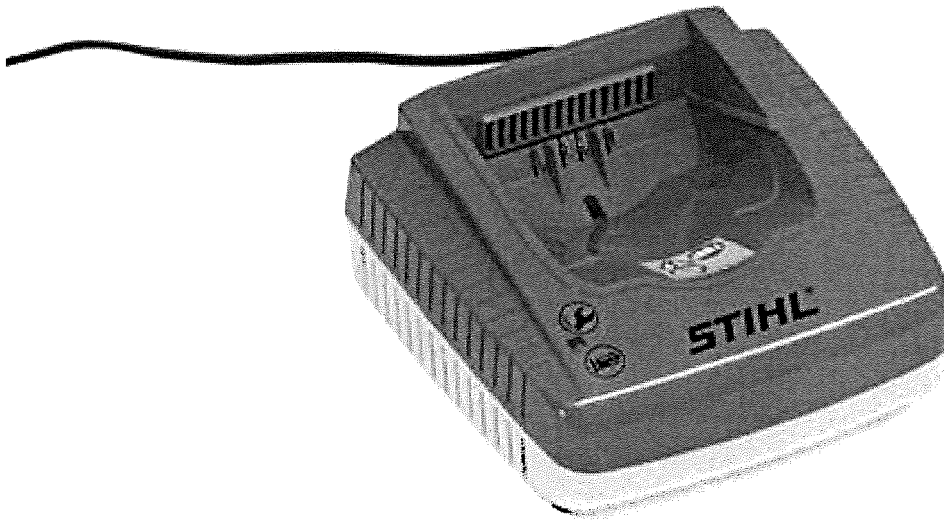


This 36-volt, 4.5-amp hour battery keeps your equipment running at full speed until it's depleted. No gradual drops in power. And thanks to its LED charge display, you know just how much juice you have to work with.

**MSRP \$159.95**

# **STIHL**<sup>®</sup>

## **STIHL AL 300 Rapid Battery Charger**



Your advanced STIHL battery powered tool deserves an equally advanced charger. The STIHL AL 300 rapid battery charger fits that bill perfectly. Designed to charge your STIHL Lithium-Ion batteries in approximately 25 minutes

**MSRP \$79.95**