

**North Dakota FFA Nursery Landscape CDE**  
**Verbal Customer Assistance Rubric**

Name: \_\_\_\_\_

Chapter \_\_\_\_\_ Chapter # \_\_\_\_\_

<b>Indicator</b>	<b>Very strong evidence of skill is present 5-4 points</b>	<b>Moderate evidence of skill is present 2-3 points</b>	<b>Weak evidence of skill is present 0-1 points</b>	<b>Points Possible</b>	<b>Points Earned</b>
<b>First Impression</b>	Individual identifies themselves with a good first impression.	Individual mostly identifies themselves with a good first impression.	Individual poorly identifies themselves with a good first impression.	5	
<b>Personal rapport</b>	Individual asks questions and utilizes information from answers in an attempt to build personal rapport.	Individual mostly asks questions and utilizes information from answers in an attempt to build personal rapport.	Individual poorly asks questions and utilizes information from answers in an attempt to build personal rapport.	5	
<b>Clarifying questions</b>	Individual asks questions to learn about the customer's situation and to confirm preliminary customer information.	Individual mostly asks questions to learn about the customer's situation and to confirm preliminary customer information.	Individual poorly asks questions to learn about the customer's situation and to confirm preliminary customer information.	5	
<b>Needs and wants</b>	Individual confirmed and discovered customer needs and wants.	Individual mostly confirmed and discovered customer needs and wants.	Individual poorly confirmed and discovered customer needs and wants.	5	
<b>Features and benefits</b>	Individual applied features and benefits of their product to the customer's needs/wants to their product feature.	Individual mostly applied features and benefits of their product to the customer's needs/wants to their product feature.	Individual poorly applied features and benefits of their product to the customer's needs/wants to their product feature.	5	

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<b>Matching needs and wants</b>	Individual allows customer to participate in matching their needs/wants to the product features.	Individual mostly allows customer to participate in matching their needs/wants to the product features.	Individual poorly allows customer to participate in matching their needs/wants to the product features.	5	
<b>Trial close</b>	Individual uses appropriate technique to confirm customer understanding.	Individual mostly uses appropriate technique to confirm customer understanding.	Individual poorly uses appropriate technique to confirm customer understanding.	5	
<b>Objections</b>	Student listens and clarifies customer objections and discusses the features/benefits of the product information to address the customer's objections.	Student mostly listens and clarifies customer objections and discusses the features/benefits of the product information to address the customer's objections.	Student poorly listens and clarifies customer objections and discusses the features/benefits of the product information to address the customer's objections.	5	
<b>Close transaction</b>	Student closes or attempts to close the transaction.	Student mostly closes or attempts to close the transaction.	Student poorly closes or attempts to close the transaction.	5	
<b>Active listening</b>	Individual actively listens to comments and answers from the customer.	Individual mostly listens to comments and answers from the customer.	Individual poorly listens to comments and answers from the customer.	5	
<b>Total Score</b>				<b>50</b>	