

Distribute this material to each participant as they register on Tuesday morning.

Customer Relations Practicum

2006 North Carolina FFA Agricultural Sales Career Development Event

Step-by-step Check List for Participants:

1. Read all materials before starting the practicum.

All participants will complete the same practicum individually, according to the attached schedule. Participants should wait in the hall outside the practicum room until the judge asks them to enter. Five minutes will be allowed for the participant to demonstrate his/her customer relations skills. It is not required that the practicum last the full five minutes. The judge will give a one-minute warning by turning over an orange sheet on the table.

The FFA participant is a retail sales associate/employee for Green Leaf Greenhouses, a farm, home, and garden center in a suburb that borders a city and rural farm area in North Carolina.

The retail sales associate/employee (FFA member participant) will enter a room in which the "customer" (an event judge) will explain/express a specific complaint about a product/service. Using the guidelines/ company policy/philosophy info provided (below in #3) to the participant prior to entry into the room, the retail sales associate/employee will work with the customer to determine the basis of the complaint (below in #4) and determine the proper course of action.

2. Read the following description.

Green Leaf Greenhouses

Store Policy for Defects or Refunds

The Green Leaf Greenhouse (GLG) policy for defects or refunds is handled as follows:

1. A receipt is preferred.
2. The GLG retail sales associate/employee should try to handle complaints.
3. Use the GLG company specialist for problem related to equipment replacement 45 days for replacement, repair or refund.
4. Items that are defective should be replaced with item from store inventory.
5. Refund money if no other alternative is practical.

Green and Growin' - priority number #1

3. Read description of problem. (The judge/official in your practicum room is the customer)

You are a GLC retail sales associate/employee and a customer (role played by your judge) comes into your store with the following problem. The customer has indicated that they purchased from your business an insecticide product known as Marlate 25% EC- emulsifiable concentrate. They applied the product at a rate of 2 tablespoons (tbsp) per gallon of water. They are concerned that their greenhouse cucumber crop is showing signs of insecticide burn from the Marlate. From the NC Ag Chemical Manual, the page containing the application instructions for Marlate on greenhouse cucumbers is copied on the back of this page,

1. As you question the customer... You need to determine if the level of Marlate application was correct.
2. Was the Marlate applied within the allowable harvest interval?

4. For your reference, a scorecard is attached.

2006 North Carolina FFA Agricultural Sales Career Development Event

2006 NORTH CAROLINA AGRICULTURAL CHEMICAL MANUAL

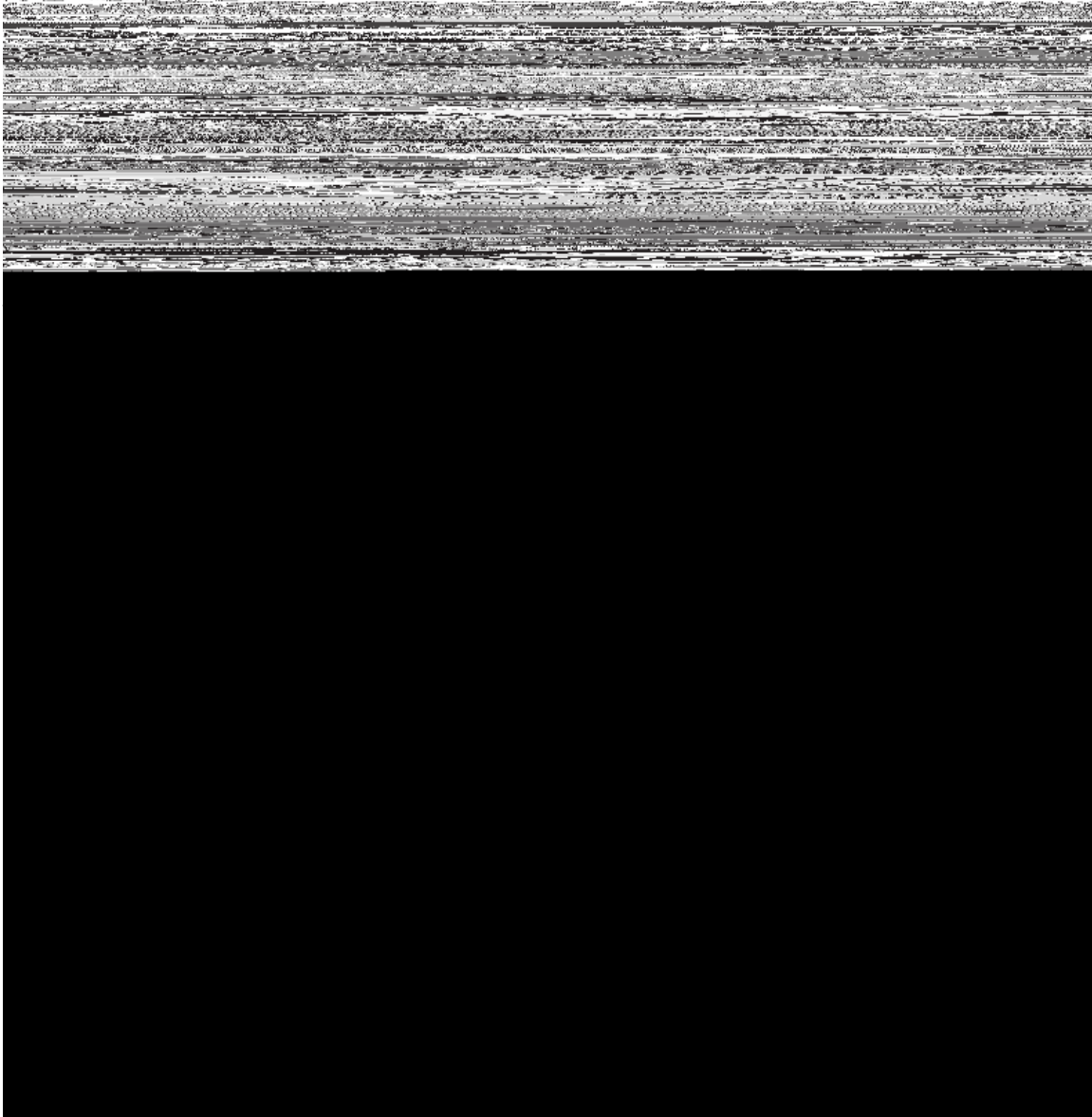
College of Agriculture and Life Sciences, NC State University

INSECT CONTROL FOR GREENHOUSE VEGETABLES

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Sound cultural practices, such as sanitation and insect-free transplants, help prevent insect establishment and subsequent damage. Separate plant production houses, use of yellow sticky traps, and timely sprays will help prevent whitefly buildup. Use of *Encarsia* parasites for whitefly and other biological control agents in conjunction with use of pesticides is encouraged. Unless a pesticide label specifically states that a product cannot be used in a greenhouse vegetable crop, the product can be used on those crops for which it is registered. However, pesticides behave differently in the field and the greenhouse, and for many products, information is not available on greenhouse crop phytotoxicity and residue retention. Click for accessible table.

TABLE 5-11. INSECT CONTROL FOR GREENHOUSE VEGETABLES

| | | | | Minimum Interval (Days) Between Last Application |
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