



## Customer Relations Practicum

### 2021 Michigan FFA Ag. Sales Contest



#### Background Information:

You are a Customer Service Representative for Out West Western Store. Your company sells western clothing, horse tack (saddles, bridles, etc), services such as tailoring of clothing and steam shaping of hats purchased at that store, and anything else to outfit you and your horse or livestock for the show ring. Last week, Alex purchased a new felt Western hat for showing horses this summer. On the way home, a 40# bag of dog food fell on top of the hat, crushing it. Alex is a loyal and longtime customer of yours and is now calling you via Zoom about what happened to the new hat. Alex wants to know what you are going to do about this hat which no longer looks good enough to wear into the show ring.

The customer service policy for the Way Out West Western Store is to offer to replace any product that is unsatisfactory to the customer if they decide they no longer like the hat color or style, or if the product was found to have a manufacturer defect, as long as it has not been damaged or worn outside. You need to provide good customer service while abiding by the company policy. Being that Alex is a loyal customer, you want to ensure that he/she continues to purchase from your store.



Remember that it is your responsibility to empathize with the customer, look for creative ways to provide excellent customer service while still holding to your policy and ensure that this customer will continue to choose your store for show supplies in the future.

#### Assignment:

You have one day to prepare and then up to 10 minutes to resolve this situation.

***\*When you are ready, the Zoom room volunteer will send you to the contest room with the judge to begin the contest.***

***BECAUSE THIS IS "CUSTOMER RELATIONS", VIDEO MUST REMAIN ON FOR THIS ENTIRE PRACTICUM.***

Print this off as an example of the damaged hat. You can use it as a prop for holding up during your discussions with the students during the contest.





# Telephone Skills Practicum

## 2021 Michigan FFA Ag. Sales Contest



### Background Information:

You are a salesperson at Franklin Lawn and Garden store. You sell all the equipment needed to maintain homeowner lawns and gardens. Franklin has been in business for 42 years and is well respected in the community. You have been selling for Franklin for 5 years and specialize in selling lawn mowers and weed trimmers. Also, you grew up in the community.



Weed Trimmer Models you carry in stock include:

**1. Stihl FS 70 R: \$289.99 (Gas Powered)**

As a professional, your time is valuable. The STIHL FS 70 R grass trimmer understands that. It features a powerful and fuel-efficient engine, which means longer run times and fewer refuels. The FS 70 R is also powerful (more powerful than the FS 56 RC-E) and makes quick work of your daily landscaping tasks. Need more line? Just tap the cutting head on the ground and watch as its AutoCut® head automatically feeds out new line. The trimmer is also built to last, featuring a durable cable drive shaft, a high-durability, forged connecting rod and a 4-bearing gearbox. And it's all backed by a rock-solid two-year limited warranty.

**2. Stihl FS 91 R: \$329.99 (Gas Powered)**

Fulfilling the demanding landscaper's trimming needs, the STIHL FS 91 R trimmer is the well-rounded choice for professionals. It features a low-emission engine and large fuel tank which provides 30% longer run times than the previous model. With its rubberized loop handle, this straight-shaft trimmer delivers a comfortable grip of product, the maneuverability needed to navigate obstacles and the power to cut them down. The FS 91 R trimmer also has a simplified three-step start procedure that saves users time, and a superior air filter benefitting you in the long run.

**3. Stihl FSA 85: \$539.97 (Battery Powered - 2 batteries and charger included)**

So powerful and light, it feels like cheating. The STIHL FSA 85 professional trimmer gives landscapers the ultimate tool for working in densely populated and noise-restricted areas. Powered by 36-volt Lithium-Ion battery technology, this trimmer is five times quieter than the STIHL gasoline-powered equivalent. And with no need for gasoline, the trimmer eliminates all fuel costs and has zero exhaust emissions – ideal for use in close quarters and municipalities looking to go green. Better yet, no power cords.

STIHL Lithium-Ion trimmers continue to run at full capacity, even as the battery drains. You can expect nothing less than 100% performance from the FSA 85 until the battery is completely depleted. The trimmer is also balanced and lightweight, delivering excellent cutting performance and low vibration for easy, smooth operation. Its variable speed trigger allows you to control cutting speed on the fly, so you can maneuver easily around delicate plantings. And when you need to spot trim, this trimmer instantly starts up with the pull of a trigger.

Run time may vary based on battery type, charge level and capacity, model, operating style and conditions. Batteries and chargers can be purchased separately or as a combined set with tool.

**Your Assignment:**

You will be receiving a call from Tracy Johnson, an interested prospect inquiring about your company's lawn care equipment. By using probing questions, you will find out that Tracy is interested in purchasing a new Stihl (pronounced Steel) Brand Weed Trimmer to maintain their family yard and to trim weeds away from their electric fence for their 4 horses on their 20-acre farm. You should also plan to learn additional information from Tracy as you build rapport and attempt to make the sale.

You have one day to prepare, and up to 10 minutes to complete the call.

***\*When you are ready, the Zoom room volunteer will send you to the contest room with the judge to begin the contest.***

**BECAUSE THIS IS "TELEPHONE SKILLS", VIDEO MUST REMAIN OFF FOR THIS ENTIRE PRACTICUM.**