

Product Information  
FFA Sales Contests  
To be held on April 29, 2023  
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We look forward to hosting the 2023 Oklahoma FFA Sales Contest! This document contains an overview of three competitions that will be held and the product of interest.

The contest operates as follows.

- First you will take a written examination. The questions will be obtained from the previous questions used in National FFA competitions, available here <https://ffa.app.box.com/s/a5dkpp2007k9rpaolzvhv5xg6o852d04i/folder/50518217987>. There will only be multiple choice questions.
- Then you will participate in a *team* sales contest. This involves the team first spending twenty minutes in a room with the product documentation (which teams will already have, and are included in this document) and a narrative describing four hypothetical customers (provided only the day of the contest). During this time teams will identify a *strategy* for how they will interact with the consumers. This strategy involves a method for conversing with the customer to identify which of the four hypothetical customers they are and how to convey their recommendation for which tree(s) are best for them. The team will then present this strategy to two judges. Some things to consider are ...
  - The judges *are not* a customer. Think of the judges as the leader of the company's sales team, and you are describing to the judges (your boss) how you will interact with the customers. This includes ...
  - How to establish a good relationship with the customer (rapport and common interests).
  - What type of questions to ask in order to determine what the customer needs (i.e., which of the four customer profiles they are) and which type of trees will work best for them.
  - The type of objections the customer may have and how it can be overcome.
  - *Again*, you will not be pretending like you are making a sales call, your team will be describing your sales techniques for when you do make a sales call.
  - See the score card for more information about how scores are calculated.
- After the team contest each team member competes in an *individual* sales contest. Here you will enter a room with a hypothetical customer. In this instance you do want to treat this as an actual sales call. Your job is to implement your strategy for developing a rapport with the customer, determine which of the four hypothetical customers they are, and make your tree type recommendations. See the score card for more information about how scores are calculated.
- The product being hypothetically sold this year is trees. You work for a tree farm that has fourteen different types of trees in stock and ready to be sold. Information on these trees is provided below. All your customers are mostly ordinary homeowners, but they have different preferences for their preferred tree based on what they are trying to achieve in appearance, the size of their yard, and the like.

## **Product Description**

### **About trees for homeowners**

When homeowners are shopping for trees they will consider the following attributes:

- The size of the tree, in both its height and spread.
- Whether they want room underneath the tree for activities, like picnicking in the shade.
- Whether they want the tree to bear edible fruit.
- The color of any flowers it might have.
- Whether they want a deciduous or evergreen tree.
- If the tree can grow given the condition of the homeowner's yard (e.g., does the soil drain well or can it get soggy?)
- Leaf colors
- How fast the tree grows

### **The company and product**

Pretend you work for the TLC Garden Center in Oklahoma City, and all your potential customers are new homeowners in the state of Oklahoma. Their newly built home currently has no trees. They are looking for at least one tree, maybe more, to plant in their yard. You have fourteen types of trees you sell, with their attributes shown on the following pages. The last page contains their prices.



# Autumn Blaze Maple

## The Facts

Height: 40 - 55'  
Spread: 30 - 40'  
Sun: Full sun to part shade  
Water: Medium  
Soil: Well-drained  
Growth Rate: Fast



'Jeffersred', sold under the trade name of 'Autumn Blaze', is an older cultivar that was discovered by nurseryman Glenn Jeffers in the late 1960s. This is an upright, fast-growing, deciduous tree that will typically grow 40-55' tall with ascending branching and a dense, broad-oval crown. Its growth rate tends to exceed other maples. Each medium green leaf is deeply cut with five pointed lobes.

As the trade name suggests, the foliage turns into an autumn blaze of orange-red to scarlet-red fall color and persists longer than other cultivars. Flowers and fruit for this hybrid are very sparse. A favorite for any neighborhood or landscape. Its fall color is the perfect show to wow.

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# Bald Cypress

## The Facts

Height: 50 - 70'  
Spread: 20 - 45'  
Sun: Full sun  
Water: Medium to wet  
Soil: Well-drained  
Growth Rate: Fast

Bald cypress is a long-lived, pyramidal conifer. Although it looks like a needled evergreen (same family as redwoods) in summer, it is deciduous ("bald" as the common name suggests). It is native to southern swamps, bayous and rivers, primarily being found in coastal areas from Maryland to Texas and in the lower Mississippi River valley to as far north as the southeast corner of Missouri.



In the deep South, it is a familiar sight growing directly in swampy water, often in large stands, with its branches heavily draped with Spanish moss. In cultivation, however, it grows very well in drier, upland soils. Trunks are buttressed (flared or fluted) at the base, and when growing in water, often develop distinctive, knobby root growths ("knees") which protrude above the water surface around the tree. Soft, feathery, yellowish-green foliage turns an attractive orange/cinnamon-brown in fall. Rounded, wrinkled, 1 inch diameter, purplish-green cones mature to brown. Heavy, straight-grained, rot-resistant wood has been used for a variety of purposes including barrels, railroad ties and shingles. Taxodium in Greek means resembling yews (Taxus) in reference to the flat needles.

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# Blue Atlas Cedar

## The Facts

Height: 40 - 50'  
Spread: 20 - 25'  
Sun: Full sun  
Water: Meidum  
Soil: Well-drained  
Growth Rate: Very slow

This highly coveted tree is truly one-of-a-kind. The Blue Atlas Cedar can be found in its natural habit in the Atlas Mountains in northwest Africa. The tree's silvery blue to bluish-green needles, about 1 1/2" long, can be stiff and clustered. Once it's started to hit its stride, the Blue Atlas produces barrel-shaped male cones that are about 2-3" long on the lower branches; browning, from green, over a period of two years. Like with any needled evergreen it will shed from time to time, but this occurrence is nothing to worry about.



The Blue Atlas is sought out for its unique color and its pyramidal growth habit. The natural aromatic oil it produces is also a large attractant for the species. When given enough space to grow freely, it can truly be used as grand statement piece in any landscape.

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# Blue Ice Arizona Cypress

## The Facts

Height: 30'  
Spread: 12'  
Sun: Full sun  
Water: Medium  
Soil: Well-drained  
Growth Rate: Fast



This native evergreen makes a dramatic focal point in any sunny location. Its intense powdery blue, scale-like needles that are soft to the touch and upright tight pyramidal form screams from far distances drawing the curious onlooker closer for a more detailed inspection. It produces chocolate brown globular cones. When mature, the exfoliating bark adds interesting texture to your landscape.

Blue Ice Arizona Cypress adds great color contrast and excitement to the landscape and is becoming more popular in the southern regions for year round color and screening potential.

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# Canada Red Chokecherry

## The Facts

Height: 20 - 30'  
Spread: 15-20'  
Sun: Part to full sun  
Water: Medium  
Soil: Well-drained  
Growth Rate: Moderate

This tough, hardy and colorful ornamental chokecherry is the perfect choice for tough spots to grow in. Its most notable and unique feature are its first emerging lush and green leaves turning bright reddish purple in early summer. The new growth later in the season adds color and texture among the already turned leaves.



The Canada Red features arching branches that develop an evenly rounded crown. This gives the tree a nice silhouette against the winter sky during dormancy. Even highly astringent, the small fruit produced after flowering is sometimes used in jams and preserves. Its beautiful shape and attractive coloring make this tree a superb choice for a street or lawn tree. Its versatility make it a great choice for this or in mass plantings in open spaces as well.

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# Canaerti Juniper

## The Facts

Height: 20 - 35'  
Spread: 8 - 15'  
Sun: Full sun  
Water: Medium  
Soil: Well-drained  
Growth Rate: Moderate

These lustrous junipers, native to Missouri, are often found in Oklahoma as screens; whether for privacy or for wind. An excellent choice as Canaertii' is a female variety that produces round, blue, berry-like cones (1/4" diameter) with whitish bloom. Cones are often profuse and are considered to be highly ornamental.

This juniper is a broadly conical, sometimes columnar, dense, evergreen conifer with horizontal branching. Gray to reddish-brown bark exfoliates in thin shreddy strips on mature trees. Trunks are often fluted at the base. 'Canaertii' is a compact pyramidal cultivar with ascending branching. Shape opens up and becomes more irregular as plants age. Dark green foliage is mostly scale-like (adult) with awl-like (juvenile) needles on young branches. Foliage generally retains good green color in winter.



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# Cedar Elm

## The Facts

Height: 50 - 70'  
Spread: 40 - 60'  
Sun: Full sun  
Water: Medium  
Soil: Well-drained  
Growth Rate: Moderate

The Cedar Elm, or *Ulmus crassifolia*, has long been a traditional favorite in the south. Its wide adaptability makes it a very popular choice as it can tolerate a number of soil and atmospheric conditions.

This tree is selected not only for its adaptability, but for its regal beauty as well. Featuring lustrous, dark green leaves that are 1 - 2" and small clusters of light-green blooms in late summer, this tree is a statement in any landscape. It's rounded and slightly vase shape help accent this towering specimen. The golden-yellow fall foliage fades to a warm copper color, adding the perfect touch to the autumn atmosphere. Its dominating form and drooping branches, with their corky ridges, add beautiful texture and an eye-catching silhouette to the winter landscape.



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# Chinese Pistache

## The Facts

Height: 30 - 35'  
Spread: 20 - 30'  
Sun: Full sun  
Water: Dry to medium  
Soil: Well-drained  
Growth Rate: Fast

*Pistacia chinensis*, or Chinese Pistache, is fast growing to be a favorite in Oklahoma. Though called the "Ugly duckling" of the tree world because of its sometimes shape in its youth, this tree grows into one of the most beautifully shaped trees around. Its canopy becomes rounded and arched on top leaving it flat underneath giving you a sense of connection to nature and your surroundings.



Foliage consists of compound, even-pinnate, dark green leaves (to 10" long), each leaf typically having 10-12 lanceolate leaflets (to 4" long). Foliage is aromatic when bruised. Fall color is variable but often appears in quality shades of yellow, orange and red. Trees are dioecious (separate male and female trees), with flowers appearing in April in visible but somewhat inconspicuous green panicles. Gray-brown bark peels to reveal salmon inner bark.

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# Debonair Pond Cypress

## The Facts

Height: 50'  
Spread: 10 - 12'  
Sun: Full sun  
Water: Medium to wet  
Soil: Well-drained  
Growth Rate: Moderate to fast

Here is a relatively new variety of Pond cypress that is a study in contrast. There are few trees as tough as a pond cypress. They can withstand drought, total immersion, deep hard winter and endless sweltering summers.



Few conifers have such delicate, feathery foliage. These 'needles' practically beg for a caressing touch and the Pond cypress cultivar 'Debonair' has the most delicate of all. This foliage has a languid drape of long green threads that waft in the slightest breeze. The medium green color is also attractive especially since it hangs from cinnamon colored stems. And it turns a rich russet orange in autumn. Unlike the bald cypress, the 'Debonair' pond cypress might reach 50' tall, but has a narrow spread of 10-12'. This gives the tree a narrow, oval shape that adds to its striking stature.

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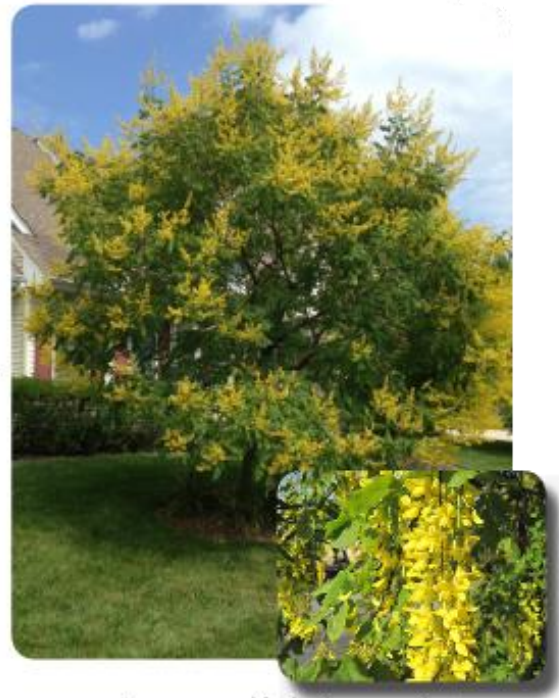




# Golden Raintree

## The Facts

Height: 30 - 40'  
Spread: 30 - 40'  
Sun: Full sun to part shade  
Water: Dry to medium  
Soil: Well-drained  
Growth Rate: Fast



Golden raintree is a small, open-branched, irregularly-shaped, deciduous tree with a rounded crown. Features pinnate or bipinnate, feathery, compound leaves (to 18" long), each leaf having 7-17 irregularly lobed leaflets. Leaves emerge pinkish bronze to purplish in spring, mature to a bright green in summer and turn yellow (quality variable) in fall. Bright yellow flowers (1/2" wide) appear in early summer in long, terminal, panicles (12-15"). Falling blossoms may or may not resemble "golden rain", but the fallen blossoms often form an attractive golden carpet under the tree. Flowers give way to interesting, brown, papery seed capsules which somewhat resemble Chinese lanterns.

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# Princeton Elm



Small



Medium



Large

These true American elms are nothing but grace and beauty with their upright vase-shaped growth habit. The shape of this tree is very fluid as it matures. (See picture stages above.) It grows quickly at 4 to 6 feet per year.

## The Facts

Height: 60 - 80'  
Spread: 30 - 40'  
Sun: Full sun  
Water: Medium  
Soil: Well-drained  
Growth Rate: Fast

The foliage features large leathery dark green in summer and a beautiful yellow in fall; great variation in intensity of fall coloration. This tree has proven resistant to Dutch elm disease and is easily planted anywhere as the root system is very fibrous and shallow.

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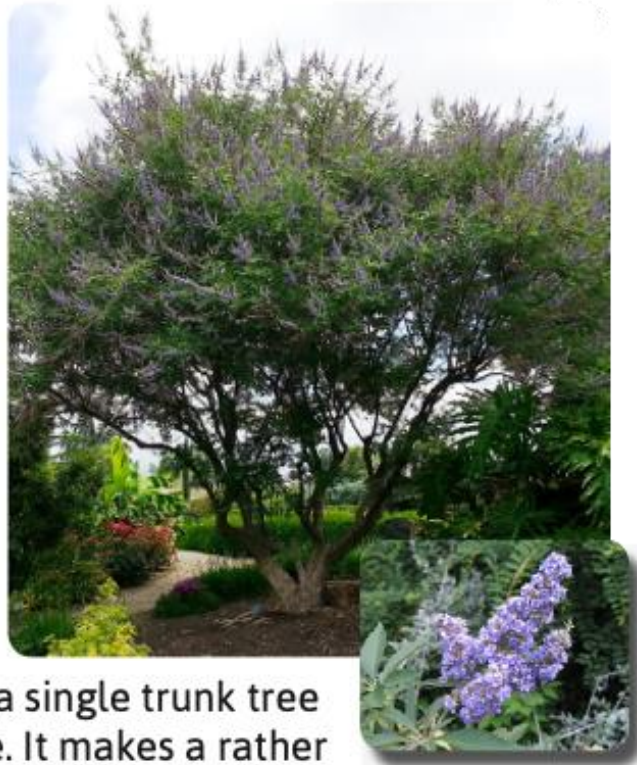


# Vitex (Chaste Tree)

## The Facts

Height: 8 - 10'  
Spread: 5 - 8'  
Sun: Full sun  
Water: Medium  
Soil: Well-drained  
Growth Rate: Fast

Vitex is a grand beauty throughout the Oklahoma landscape. One of the more attractive qualities is its versatile use. It can be kept in a more compact form as a shrub, trained as a single trunk tree or a stately multi-trunk tree. It makes a rather stunning addition to any yard or garden bed as it features aromatic, compound, palmate, grayish-green leaves with 5-7 lance-shaped leaflets (each leaflet to 6" long) and tiny, fragrant, lavender to pale violet flowers appearing in loose panicles (to 12" long) in mid to late summer. Flowers are quite attractive to butterflies. One thing is certain, you won't be disappointed in this tree!



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# Weeping Willow

## The Facts

Height: 30 - 40'  
Spread: 30 - 35'  
Sun: Full sun  
Water: Medium  
Soil: Wet to well-drained  
Growth Rate: Fast

Often called 'The Graceful Giant', the Weeping Willow is an old favorite beloved by many. Its open crown of wispy, ground-sweeping branches and long, slender leaves are a sight to behold. The tree's yellow twigs and green foliage appear early in the season, often used as an indicator to the beginning of spring. Yellow flowers appear on short catkins in April and May. These are accented by the light green, narrow and finely toothed leaves.



The willow's high adaptability and wide range of use make it well sought after. Its rounded shape and elegant stature and presence make it a fine focal point or accent for any landscape.

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# Wildfire Blackgum

## The Facts

Height: 30 - 50'  
Spread: 20 - 30'  
Sun: Full sun  
Water: Medium to wet  
Soil: Well-drained  
Growth Rate: Slow

The Wildfire Blackgum bursts to life each spring with bright red foliage followed by clusters of white blooms that provide an excellent source of nectar for pollinators and birds. These blooms give way to dark blue fruits that, while edible, are very sour and usually left to the birds. The dark green summer foliage turns to shades of scarlet, yellow and orange for a brilliant fall display. Its red-tinted branches add interest in the winter landscape.

High adaptability, relatively low maintenance and its many attractive qualities make this an excellent shade tree choice for lawns or along streets.



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Tree	Price in \$ / 10 gallon container
Autumn Blaze Maple	\$179
Bald Cypress	\$179
Blue Atlas Cedar	\$225
Blue Ice Arizona Cypress	\$249
Canada Red Chokecherry	\$179
Canaerti Juniper	\$166
Cedar Elm	\$139
Chinese Pistache	\$159
Debonair Pond Cypress	\$395
Golden Raintree	\$179
Princeton Elm	\$279
Vitex (Chaste Tree)	\$119
Weeping Willow	\$229
Wildfire Blackgum	\$149