



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Economics

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe factors that affect the business environment.
- Determine factors affecting business risk.
- Explain the concept of competition.
- Identify product's/service's competitive advantage.
- Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of the director of dealer engagement for HAWK MOTORS, a manufacturer of automobiles. The senior vice president (judge) wants you to develop incentives for customers to bring HAWK MOTORS vehicles to the branded service centers for scheduled maintenance.

HAWK MOTORS has close to 3,000 dealerships in the United States and each has a service center that provides maintenance, repairs and other services for vehicles staffed by factory-trained technicians using genuine parts. All brand-new HAWK MOTORS vehicles sold receive three free oil changes at the branded service centers. Other than that perk, most maintenance and repairs cost a bit higher than auto repair shops unaffiliated with dealerships. The HAWK MOTORS service centers' factory-trained technicians and genuine parts are able to offer top service for HAWK MOTORS vehicles and all work is under warranty.

With the rising cost of parts and general inflation, HAWK MOTORS service centers have seen a significant decline. Customers are choosing to either postpone scheduled maintenance or use auto repair shops rather than stay on scheduled maintenance at a HAWK MOTORS service center. The most notable decline is the number of owners scheduling the recommended 30/60/90 maintenance services. These services occur when a vehicle reaches 30,000 miles, 60,000 miles and at 90,000 miles, and each has a specific focus on preventative maintenance and catching potential issues early. The 30/60/90 maintenance services range in price from \$400 to \$1,200 and will also incur additional parts and labor fees if repairs are needed.

The senior vice president (judge) wants you to develop incentives for HAWK MOTORS owners to use the branded service centers for routine maintenance and for the recommended 30/60/90 maintenance services. The senior vice president (judge) feels the incentive(s) should be economically smart for customers but also have little economic risk for HAWK MOTORS.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented the information and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the senior vice president for HAWK MOTORS, a manufacturer of automobiles. You want the director of dealer engagement (participant) to develop incentives for customers to bring HAWK MOTORS vehicles to the branded service centers for scheduled maintenance.

HAWK MOTORS has close to 3,000 dealerships in the United States and each has a service center that provides maintenance, repairs and other services for vehicles staffed by factory-trained technicians using genuine parts. All brand-new HAWK vehicles sold receive three free oil changes at the branded service centers. Other than that perk, most maintenance and repairs cost a bit higher than auto repair shops unaffiliated with dealerships. The HAWK service centers' factory-trained technicians and genuine parts are able to offer top service for HAWK vehicles and all work is under warranty.

With the rising cost of parts and general inflation, HAWK MOTORS service centers have seen a significant decline. Customers are choosing to either postpone scheduled maintenance or use auto repair shops rather than stay on scheduled maintenance at a HAWK MOTORS service center. The most notable decline is the number of owners scheduling the recommended 30/60/90 maintenance services. These services occur when a vehicle reaches 30,000 miles, 60,000 miles and at 90,000 miles, and each has a specific focus on preventative maintenance and catching potential issues early. The 30/60/90 maintenance services range in price from \$400 to \$1,200 and will also incur additional parts and labor fees if repairs are needed.

You want the director of dealer engagement (participant) to develop incentives for HAWK MOTORS owners to use the branded service centers for routine maintenance and for the recommended 30/60/90 maintenance services. You feel the incentive(s) should be economically smart for customers but also have little economic risk for HAWK MOTORS.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How can we track the incentive?
2. Does the incentive stay with the vehicle if it is sold to another owner?

Once the director of dealer engagement (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of dealer engagement (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation | Interpretation Level |
|----------------------|---|
| Exceeds Expectations | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator. |
| Meets Expectations | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator. |
| Below Expectations | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator. |
| Little/No Value | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator. |



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JUDGE'S EVALUATION FORM
ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Economics

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Describe factors that affect the business environment? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Determine factors affecting business risk? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the concept of competition? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Identify product's/service's competitive advantage? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Discuss motivational theories that impact buying behavior? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 21st CENTURY SKILLS | | | | | | |
| 6. | Reason effectively and use systems thinking? | 0-1 | 2-3 | 4 | 5-6 | |
| 7. | Make judgments and decisions, and solve problems? | 0-1 | 2-3 | 4 | 5-6 | |
| 8. | Communicate clearly? | 0-1 | 2-3 | 4 | 5-6 | |
| 9. | Show evidence of creativity? | 0-1 | 2-3 | 4 | 5-6 | |
| 10. | Overall impression and responses to the judge's questions | 0-1 | 2-3 | 4 | 5-6 | |
| TOTAL SCORE | | | | | | |