



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

BUSINESS 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

- Handle customer/client complaints.
- Determine ways of reinforcing the company's image through employee performance.
- Build and maintain relationships with customers.
- Communicate core values of product/service.
- Foster positive working relationships.

EVENT SITUATION

You are to assume the role of the managing director at INVENTORY PRO, a business that provides physical inventory counting services to retailers. The owner (judge) wants you to determine what the business can do internally to respond to client complaints and better maintain relationships with clients.

INVENTORY PRO provides corporate clients with physical inventory counts. Larger retailers hire INVENTORY PRO when doing physical counts is too time-consuming or demand too much labor to do the job internally.

INVENTORY PRO has a large employee pool that can pick and choose which jobs they want to work. When an inventory count job is posted, employees can see the job location, the number of days and hours needed and can sign up to work the job. INVENTORY PRO's employees are contractual and oftentimes only sign up for jobs for extra income.

An important client, FOOD MARKET, hires INVENTORY PRO each year for full physical inventory counts of the large grocery store. The job requires dozens of employees. FOOD MARKET has not yet signed a contract with INVENTORY PRO for this year. Unfortunately, during the last physical inventory count, several INVENTORY PRO employees were disruptive, bothering FOOD MARKET employees and customers. While the inventory was done on time and was accurate, FOOD MARKET values their employees and customers.

The owner (judge) wants you to determine what INVENTORY PRO can do internally in response to FOOD MARKET's complaints and how to build and maintain its relationship with FOOD MARKET and all clients.

You will present your plan to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (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 owner of INVENTORY PRO, a business that provides physical inventory counting services to retailers. You want the managing director (participant) to determine what the business can do internally to respond to client complaints and better maintain relationships with clients.

INVENTORY PRO provides corporate clients with physical inventory counts. Larger retailers hire INVENTORY PRO when doing physical counts is too time-consuming or demand too much labor to do the job internally.

INVENTORY PRO has a large employee pool that can pick and choose which jobs they want to work. When an inventory count job is posted, employees can see the job location, the number of days and hours needed and can sign up to work the job. INVENTORY PRO's employees are contractual and oftentimes only sign up for jobs for extra income.

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You want the managing director (participant) to determine what INVENTORY PRO can do internally in response to FOOD MARKET's complaints and how to build and maintain its relationship with FOOD MARKET and all clients.

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. What do your ideas say about our brand promise?

2. Is there a method we can use to evaluate employee performance ourselves rather than relying on client feedback?

Once the managing director (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the managing director (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.



BUSINESS SERVICES MARKETING SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Foster positive working relationships?	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						