



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

FOOD 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

- Build and maintain relationships with customers.
- Demonstrate a customer service mindset.
- Interpret business policies to customers/clients.
- Identify product's/service's competitive advantage.
- Explain factors that influence customer/client/business buying behavior.

EVENT SITUATION

You are to assume the role of the director of customer relations for FOOD OASIS, a supermarket chain with hundreds of locations. The vice president (judge) wants you to recommend additional services to add to a new subscription plan that will increase participation and build relationships with customers.

FOOD OASIS is the fourth largest supermarket chain in the nation. The company sets itself apart by providing outstanding customer service and focusing on customer needs. Recently, all stores added self-checkout stations in addition to traditional check-outs upon request from customers that wanted a quicker exit. The chain has a mobile app that allows customers to search for items, place orders for curbside pick-up, delivery and even ship certain items.

FOOD OASIS executives will soon be implementing a new subscription service. The service will be priced at \$80/year and will offer subscribers benefits and special services. The vice president (judge) has shared that two of the benefits of the subscription service will be free store delivery and free shipping on online orders. The vice president (judge) feels that there needs to be at least two more benefits or special services for subscribers and has asked you for suggestions.

You must recommend two benefits that all subscribers of the new subscription service will receive and explain how they will influence participation and build relationships with customers.

You will present your ideas to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the 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 vice president of FOOD OASIS, a supermarket chain with hundreds of locations. You want the director of customer relations (participant) to recommend additional services to add to a new subscription plan that will increase participation and build relationships with customers.

FOOD OASIS is the fourth largest supermarket chain in the nation. The company sets itself apart by providing outstanding customer service and focusing on customer needs. Recently, all stores added self-checkout stations in addition to traditional check-outs upon request from customers that wanted a quicker exit. The chain has a mobile app that allows customers to search for items, place orders for curbside pick-up, delivery and even ship certain items.

FOOD OASIS executives will soon be implementing a new subscription service. The service will be priced at \$80/year and will offer subscribers benefits and special services. You have shared with the director of customer relations (participant) that two of the benefits of the subscription service will be free store delivery and free shipping on online orders. You feel that there needs to be at least two more benefits or special services for subscribers and has asked you for suggestions.

The director of customer relations (participant) must recommend two benefits that all subscribers of the new subscription service will receive and explain how they will influence participation and build relationships with customers.

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. Why are subscription services popular among businesses?
2. How could we obtain customer input into the benefits of the service?

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



FOOD MARKETING SERIES 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Interpret business policies to customers/clients?	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.	Explain factors that influence customer/client/business 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						