



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Marketing

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

- Explain factors that influence customer/client/business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.
- Explain the selling process.
- Identify ways to track marketing-communications activities.

EVENT SITUATION

You are to assume the role of the sales manager for CITYWIDE AUTOBODY, a business that provides automotive services. The general manager (judge) wants you create a marketing technique that will sell declined repairs.

CITYWIDE AUTOBODY has many loyal customers for oil changes, tire rotations and scheduled maintenance. At the time of these services, technicians inspect the vehicles to determine if other services are needed. These repair services are then proposed to the customer and the customer can accept or decline the recommended repair service.

For example, when a customer brings in a vehicle for an oil change, the technician may find that the vehicle's brake pads are wearing thin and recommend replacement. Many customers decline the recommendations simply because they were not expecting the extra cost and the extra time needed to complete the repair, or they feel it is not severe enough to be needed immediately.

CITYWIDE AUTOBODY documents all declined recommended repairs in the customer's records. The general manager (judge) wants you to develop an effective method to market the declined repairs to CITYWIDE AUTOBODY customers at a later time.

You will present your ideas to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the general manager's (judge's) questions, the general manager (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 general manager for CITYWIDE AUTOBODY, a business that provides automotive services. You want the sales manager (participant) to create a marketing technique that will sell declined repairs.

CITYWIDE AUTOBODY has many loyal customers for oil changes, tire rotations and scheduled maintenance. At the time of these services, technicians inspect the vehicles to determine if other services are needed. These repair services are then proposed to the customer and the customer can accept or decline the recommended repair service.

For example, when a customer brings in a vehicle for an oil change, the technician may find that the vehicle's brake pads are wearing thin and recommend replacement. Many customers decline the recommendations simply because they were not expecting the extra cost and the extra time needed to complete the repair, or they feel it is not severe enough to be needed immediately.

CITYWIDE AUTOBODY documents all declined recommended repairs in the customer's records. You want the sales manager (participant) to develop an effective method to market the declined repairs to CITYWIDE AUTOBODY customers at a later time.

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 ensure our customers don't feel pressured to purchase the services?
2. How can we remind customers of routine services like oil changes?

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



**AUTOMOTIVE SERVICES MARKETING SERIES
2026**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Marketing

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the selling process?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify ways to track marketing-communications activities?	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						