



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

SPORTS AND ENTERTAINMENT 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 affecting pricing decisions.
- Identify product's/service's competitive advantage.
- Explain the nature and scope of the selling function.
- Explain the role of customer service as a component of selling relationships.
- Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of the director of sales at NOWTV, a direct broadcast satellite television service provider. The senior vice president (judge) wants you to develop a special pricing promotion to offer current customers that request to cancel a popular premium cable network.

Customers at NOWTV choose packages of bundled television networks that best fit their needs. NOWTV also offers a variety of premium cable networks that can be added on to the base package for an additional fee. The popular cable network, *Picture View*, is the most commonly added premium network added. The addition of *Picture View* costs \$14.99/month.

Picture View shows popular movies, documentaries, and produces its own television series and movies. The most popular *Picture View* produced television series is “Castle Wars” which began eight years ago. In the past eight years, NOWTV has added *Picture View* to over 350,000 accounts, due to the popularity of “Castle Wars.” NOWTV customers have requested the addition of *Picture View* and its \$14.99/month premium simply to watch one popular show.

“Castle Wars” aired its final episode three months ago. Since the final show aired, 100,000 NOWTV customers have called to cancel their subscription to the *Picture View* channel. The senior vice president (judge) is not happy about the loss of so many *Picture View* subscribers and wants you to determine how to keep current subscribers from cancelling.

The senior vice president (judge) wants you to develop a special pricing promotion that the sales team can offer current NOWTV customers that call in to cancel *Picture View*. The senior vice president (judge) wants you to explain how the sales team will handle the calls, explain the pricing promotion and terms, and how it will result in fewer cancellations.

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 your ideas. After you have presented ideas 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. Procedures, 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 at NOWTV, a direct broadcast satellite television service provider. You want the director of sales (participant) to develop a special pricing promotion to offer current customers that request to cancel a popular premium cable network.

Customers at NOWTV choose packages of bundled television networks that best fit their needs. NOWTV also offers a variety of premium cable networks that can be added on to the base package for an additional fee. The popular cable network, *Picture View*, is the most commonly added premium network added. The addition of *Picture View* costs \$14.99/month.

Picture View shows popular movies, documentaries, and produces its own television series and movies. The most popular *Picture View* produced television series is “Castle Wars” which began eight years ago. In the past eight years, NOWTV has added *Picture View* to over 350,000 accounts, due to the popularity of “Castle Wars.” NOWTV customers have requested the addition of *Picture View* and its \$14.99/month premium simply to watch one popular show.

“Castle Wars” aired its final episode three months ago. Since the final show aired, 100,000 NOWTV customers have called to cancel their subscription to the *Picture View* channel. You are not happy about the loss of so many *Picture View* subscribers and want the director of sales (participant) to determine how to keep current subscribers from cancelling.

You want the director of sales (participant) to develop a special pricing promotion that the sales team can offer current NOWTV customers that call in to cancel *Picture View*. You want the director of sales (participant) to explain how the sales team will handle the calls, explain the pricing promotion and terms, and how it will result in fewer cancellations.

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 is the best way to train our sales team?
2. How can we make your ideas available to those that cancel the service on the company website rather than calling in?

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



**SPORTS AND ENTERTAINMENT MARKETING SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

Participant: _____

INSTRUCTIONAL AREA:
Selling

ID Number: _____

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Explain factors affecting pricing decisions? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Identify product's/service's competitive advantage? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Explain the nature and scope of the selling function? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Explain the role of customer service as a component of selling relationships? | 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 | | | | | | |