



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Communication Skills

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 the nature of effective written communications.
- Employ communication styles appropriate to target audience.
- Write informational messages.
- Analyze the impact of technology on marketing.
- Reinforce service orientation through communication.

EVENT SITUATION

You are to assume the role of marketing specialist at YOUR TOWN MOTORS, a local automobile dealership that sells a wide variety of previously owned vehicles. The general manager (judge) wants you to create guidelines and best practices for a new marketing endeavor: text message marketing.

YOUR TOWN MOTORS has been a mainstay in the community for over 50 years. People trust the sales team and repeatedly choose YOUR TOWN MOTORS for their vehicle needs. Over the last decade, YOUR TOWN MOTORS has been collecting customers' cell phone numbers. The dealership requires cell phone numbers, along with other contact information, before a customer may test drive a vehicle. The general manager (judge) wants to make use of the database of customer cell phone numbers.

The general manager (judge) has never participated in text message marketing and has asked you to create general guidelines regarding text message marketing and provide examples of best practices. Specifically, the general manager (judge) wants you to explain and/or give examples of:

- Frequency of marketing text messages
- Time of day to send marketing text messages
- Length of marketing text message
- Appropriate communication style
- Example of YOUR TOWN MOTORS marketing text message

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 your ideas. After you have presented ideas 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. 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 general manager at YOUR TOWN MOTORS, a local automobile dealership that sells a wide variety of previously owned vehicles. You want the marketing specialist (participant) to create guidelines and best practices for a new marketing endeavor: text message marketing.

YOUR TOWN MOTORS has been a mainstay in the community for over 50 years. People trust the sales team and repeatedly choose YOUR TOWN MOTORS for their vehicle needs. Over the last decade, YOUR TOWN MOTORS has been collecting customers' cell phone numbers. The dealership requires cell phone numbers, along with other contact information, before a customer may test drive a vehicle. You want to make use of the database of customer cell phone numbers.

You have never participated in text message marketing and have asked the marketing specialist (participant) to create general guidelines regarding text message marketing and provide examples of best practices. Specifically, you want the marketing specialist (participant) to explain and/or give examples of:

- Frequency of marketing text messages
- Time of day to send marketing text messages
- Length of marketing text message
- Appropriate communication style
- Example of YOUR TOWN MOTORS marketing text message

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 are some examples of inappropriate times of day to send marketing text messages?
2. Why is it important for our company to give customers the ability to opt-out of receiving marketing text messages?

Once the marketing specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing specialist (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
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Communication Skills

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of effective written communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Employ communication styles appropriate to target audience?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Write informational messages?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Analyze the impact of technology on marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Reinforce service orientation through communication?	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						