



CAREER CLUSTER

Marketing

CAREER PATHWAY

Professional Selling

INSTRUCTIONAL AREA

Marketing-Information Management

SALES MANAGEMENT MEETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Analyze market information.
- Identify data monitored for decision making.
- Describe the use of target marketing in professional selling.
- Develop marketing plan.
- Draw conclusions based on information analysis.

CASE STUDY SITUATION

You are the regional sales manager at ROYAL FURNITURE, a chain of mid-priced furniture and home furnishings stores. The company is not as well-known as other chains that focus on luxury home products or value home products. ROYAL FURNITURE offers products that are made of higher quality materials than the value brands, but do not cost a fortune.

Executives have decided to open a new ROYAL FURNITURE location in your region. The new location will be located in Fall City. Fall City has two low-price furniture chains located in the city limits and a luxury furniture store located in a neighboring town. You have been supplied with the following information about Fall City:

- Population – 131,570
 - Under 18 years old – 43,500
 - 18-24 years old – 15,900
 - 25-44 years old – 43,100
 - 45-59 years old – 17,840
 - 60-74 years old – 8,740
 - 75 years old+ - 2,490
- Median household income - \$74,839
- Median property value - \$201,400
- Home ownership – 61%

The FALL CITY HERALD is a daily newspaper with a circulation of 20,000 daily and 25,000 on Sundays. The radio stations are not locally based, they are transmitted from a larger city 100 miles away. There are three local network affiliate television stations that has a broadcast reach of over 500,000 people.

A recent retail gap analysis for Fall City in 2020 indicated potential sales for home furnishings and furniture in the Fall City trade area of \$88,808,832 and actual sales of \$30,432,217.

YOUR CHALLENGE

Executives at ROYAL FURNITURE want you to analyze the information provided about Fall City and develop a marketing plan based on the information. The marketing plan will be presented to a member, or members, of the new Fall City sales team. The marketing plan must include:

- Key information monitored from the data
- Description of target market for Fall City
- Conclusions made from the retail gap analysis
- Suggestions for marketing ROYAL FURNITURE to Fall City target market
- Methods to effectively market products to in-store customers

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.



**SALES MANAGEMENT MEETING
2022**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Marketing-Information Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Analyze market information?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Identify data monitored for decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe the use of target marketing in professional selling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop marketing plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Draw conclusions based on information analysis?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						