



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

BUSINESS 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

- Demonstrate a customer service mindset.
- Identify company's brand promise.
- Build and maintain relationships with customers.
- Explain the concept of competition.
- Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of the general manager at OFFICE SAFE, a local business that sells office equipment and supplies. The owner of the company (judge) wants you to list and analyze the pros and cons of offering a new service and make a recommendation.

OFFICE SAFE is a well-known and trusted local business in a large city. The store opened in 1965 and still has many of the same business clients. OFFICE SAFE provides competitive prices, extraordinary customer service, special orders and knowledgeable staff.

Since the giant online retailer BAMAZON began offering business accounts with special one-day and two-day delivery, OFFICE SAFE has seen a decline in sales. Customers, even loyal customers, would rather have a purchase delivered than drive to the store to purchase in person.

The owner of OFFICE SAFE (judge) is considering partnering with a third-party delivery service to offer customers same day delivery. This would allow customers to have purchases made and delivered without leaving home or the office. OFFICE SAFE would be charged by the third-party delivery service for the partnership, so in turn, OFFICE SAFE would need to increase prices or attach a delivery fee for all items.

The owner (judge) wants you to list and analyze the pros and cons of partnering with the third-party delivery service and make a final recommendation.

You will present your analysis to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the analysis and have answered the owner's (judge's) questions, the owner (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 owner of OFFICE SAFE, a local business that sells office equipment and supplies. You want the general manager (participant) to list and analyze the pros and cons of offering a new service and make a recommendation.

OFFICE SAFE is a well-known and trusted local business in a large city. The store opened in 1965 and still has many of the same business clients. OFFICE SAFE provides competitive prices, extraordinary customer service, special orders and knowledgeable staff.

Since the giant online retailer BAMAZON began offering business accounts with special one-day and two-day delivery, OFFICE SAFE has seen a decline in sales. Customers, even loyal customers, would rather have a purchase delivered than drive to the store to purchase in person.

You are considering partnering with a third-party delivery service to offer customers same day delivery. This would allow customers to have purchases made and delivered without leaving home or the office. OFFICE SAFE would be charged by the third-party delivery service for the partnership, so in turn, OFFICE SAFE would need to increase prices or attach a delivery fee for all items.

You want the general manager (participant) to list and analyze the pros and cons of partnering with the third-party delivery service and make a final recommendation.

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. If we decide to partner, how should we promote the new service?

2. Why do some customers prefer to shop locally rather than at national chains?

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



**BUSINESS SERVICES MARKETING SERIES
2024**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify product's/service's competitive advantage?	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						