



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

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 positive customer relations.
- Demonstrate a customer service mindset.
- Handle customer/client complaints.
- Reinforce service orientation through communication.
- Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of the service center manager of SHINE MOTORS, an automobile dealership in a medium sized city. The dealership's general manager (judge) wants you to determine how to reduce customer complaints within the service center's courtesy shuttle program.

SHINE MOTORS, like most dealerships, offers courtesy shuttle service to service center customers. Once a vehicle is dropped off for service, the courtesy shuttle will transport the customer to a residence, place of work or other location within the city limits. The courtesy shuttle is also available to pick up customers once vehicle work is complete and transport them back to the dealership service center to pick up vehicles.

The service center receives complaints daily about the courtesy shuttle program. SHINE MOTORS only has one courtesy shuttle that seats five passengers. The passengers all have different drop-off locations, so some passengers remain on the shuttle for long periods of time before their destinations are reached. Customers requesting the courtesy shuttle for a return trip back to the dealership often have long wait periods before being picked up.

With no money in the budget to purchase an additional courtesy shuttle and too few vehicles on the lot to offer every service customer a loaner car, the general manager (judge) wants you to determine how SHINE MOTORS service department can reduce customer complaints with the courtesy shuttle program.

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 of SHINE MOTORS, an automobile dealership in a medium sized city. You want the service center manager (participant) to determine how to reduce customer complaints within the service center's courtesy shuttle program.

SHINE MOTORS, like most dealerships, offers courtesy shuttle service to service center customers. Once a vehicle is dropped off for service, the courtesy shuttle will transport the customer to a residence, place of work or other location within the city limits. The courtesy shuttle is also available to pick up customers once vehicle work is complete and transport them back to the dealership service center to pick up vehicles.

The service center receives complaints daily about the courtesy shuttle program. SHINE MOTORS only has one courtesy shuttle that seats five passengers. The passengers all have different drop-off locations, so some passengers remain on the shuttle for long periods of time before their destinations are reached. Customers requesting the courtesy shuttle for a return trip back to the dealership often have long wait periods before being picked up.

With no money in the budget to purchase an additional courtesy shuttle and too few vehicles on the lot to offer every service customer a loaner car, you want the service center manager (participant) to determine how SHINE MOTORS service department can reduce customer complaints with the courtesy shuttle program.

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. Are there any safety or security concerns with your ideas?
2. How can we tell if your ideas are effective?

Once the service center manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the service center 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
2025**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Reinforce service orientation through communication?	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						