



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Selling

**BUSINESS SERVICES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- 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.
- Identify product's/service's competitive advantage.
- Explain the nature of positive customer relations.

## **EVENT SITUATION**

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You are to assume the role of the sales manager of SOUND SECURITY, a business that provides small business and home security service on a contract basis. The regional manager (judge) wants you to prepare selling points for the sales team that will keep customers from switching to a competitor.

SOUND SECURITY is a traditional small business and home security system company that has been in the business for close to 100 years. The company is one of the most well-known and trusted security companies and known for keeping up with technology. Customers sign a three-year contract and are billed monthly. Professionals install top-of-the-line surveillance and security features to the home or small business. All technology is professionally monitored and can also be self-monitored on the SOUND SECURITY mobile app.

SOUND SECURITY's biggest competitor is DING DONG. DING DONG is considered the next generation of home and small business security because the installation is do-it-yourself and does not require a professional. DING DONG only charges a monthly fee if professional monitoring is requested, otherwise there are no contracts or monthly fees. DING DONG also uses top-of-the-line technology and is self-monitored on a doorbell camera and on the DING DONG mobile app.

SOUND SECURITY is losing many customers to DING DONG. The regional manager (judge) wants you to prepare selling points for SOUND SECURITY that feature the service's advantages to be used to keep customers from switching to DING DONG and in securing new clientele.

You will present your ideas to the regional manager (judge) in a role-play to take place in the regional manager's (judge's) office. The regional 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 regional manager's (judge's) questions, the regional manager (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of a regional manager at SOUND SECURITY, a business that provides small business and home security service on a contract basis. You want the sales manager (participant) to prepare selling points for the sales team that will keep customers from switching to a competitor.

SOUND SECURITY is a traditional small business and home security system company that has been in the business for close to 100 years. The company is one of the most well-known and trusted security companies and known for keeping up with technology. Customers sign a three-year contract and are billed monthly. Professionals install top-of-the-line surveillance and security features to the home or small business. All technology is professionally monitored and can also be self-monitored on the SOUND SECURITY mobile app.

SOUND SECURITY's biggest competitor is DING DONG. DING DONG is considered the next generation of home and small business security because the installation is do-it-yourself and does not require a professional. DING DONG only charges a monthly fee if professional monitoring is requested, otherwise there are no contracts or monthly fees. DING DONG also uses top-of-the-line technology and is self-monitored on a doorbell camera and on the DING DONG mobile app.

SOUND SECURITY is losing many customers to DING DONG. You want the sales manager (participant) to prepare selling points for SOUND SECURITY that feature the service's advantages to be used to keep customers from switching to DING DONG and in securing new clientele.

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. Why do you think people like DING DONG?
2. If we could make one change to be more competitive, what would you suggest?

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

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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.

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



**BUSINESS SERVICES MARKETING SERIES  
2025**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 2

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Selling

ID Number: \_\_\_\_\_

| Did the participant:                  |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |   |                 |                    |                    |                      |              |
| 1.                                    | Explain the nature and scope of the selling function?                         | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | 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             |              |
| 3.                                    | Discuss motivational theories that impact buying behavior?                    | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Identify product's/service's competitive advantage?                           | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Explain the nature of positive customer relations?                            | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |   |                 |                    |                    |                      |              |
| 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                  |              |
| <b>TOTAL SCORE</b>                    |   |                 |                    |                    |                      |              |