



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

- Demonstrate a customer service mindset.
- Reinforce service orientation through communication.
- Handle customer/client complaints.
- Interpret business policies to customers/clients.
- Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of the sales manager at CENTRAL CITY RAVEN, a local car dealership that sells new and previously owned models of RAVEN vehicles. A customer (judge) is complaining about available vehicle options, and the general manager has asked you to explain the benefits of an upsell.

A customer (judge) wants to buy a brand-new RAVEN *Soar*. The customer (judge) came to the dealership ready to pay for the RAVEN *Soar S*, which is the standard model of the vehicle, priced at \$21,000 MSRP.

Unfortunately, there are no RAVEN *Soar S* models on the lot. Due to part shortages and a surge in demand, there is a three month wait for a RAVEN *Soar S* to be delivered. There are, however, plenty of RAVEN *Soar LX* models on the lot. The RAVEN *Soar LX* is the luxury model and is priced at \$27,000 MSRP. The model offers plenty of extras, including:

- Touchscreen display
- Leather seats
- 18-inch alloy wheels
- Sunroof

Customers that purchase the RAVEN *Soar LX* also receive two years of free oil changes and tire rotations plus unlimited use of the dealership's drive thru carwash.

The customer (judge) is upset that the only RAVEN *Soar* vehicles available cost \$6,000 more than the standard model. The general manager has asked you to meet with the customer (judge) to explain the situation and communicate the advantages of purchasing the RAVEN *Soar LX*.

You will present the information to the customer (judge) in a role-play to take place in the dealership. The customer (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the customer's (judge's) questions, the customer (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 a customer at CENTRAL CITY RAVEN, a local car dealership that sells new and previously owned models of RAVEN vehicles. You are complaining about available vehicle options, and the general manager has asked the sales manager (participant) to explain the benefits of an upsell.

You want to buy a brand-new RAVEN *Soar*. You came to the dealership ready to pay for the RAVEN *Soar S*, which is the standard model of the vehicle, priced at \$21,000 MSRP.

Unfortunately, there are no RAVEN *Soar S* models on the lot. Due to part shortages and a surge in demand, there is a three month wait for a RAVEN *Soar S* to be delivered. There are, however, plenty of RAVEN *Soar LX* models on the lot. The RAVEN *Soar LX* is the luxury model and is priced at \$27,000 MSRP. The model offers plenty of extras, including:

- Touchscreen display
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Customers that purchase the RAVEN *Soar LX* also receive two years of free oil changes and tire rotations plus unlimited use of the dealership's drive thru carwash.

You are upset that the only RAVEN *Soar* vehicles available cost \$6,000 more than the standard model. The general manager has asked the sales manager (participant) to meet with you to explain the situation and communicate the advantages of purchasing the RAVEN *Soar LX*.

The participant will present information to you in a role-play to take place at the dealership. 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 I'd find similar inventory situations at other dealerships?
2. Why do dealerships offer free services?

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

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
2023**

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.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Reinforce service orientation through communication?	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.	Interpret business policies to customers/clients?	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						