



CAREER CLUSTER

Marketing

INSTRUCTIONAL AREA

Customer Relations

MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Demonstrate a customer-service mindset.
- Reinforce service orientation through communication.
- Interpret business policies to customers/clients.
- Identify company's brand promise.
- Explain the principles of supply and demand.
- Explain factors affecting pricing decisions.
- Identify customer touch points.

CASE STUDY SITUATION

You are to assume the roles of the general manager and the sales manager for SKY OUTDOOR LIVING, a construction business that specializes in outdoor decks and patios. The owner of the company (judge) wants you to determine the best way to communicate a sharp increase in pricing to potential customers.

SKY OUTDOOR LIVING was named the most trusted residential construction business in the city. The business works on small to medium sized projects, specializing in creating custom decks and patios for homeowners in the city.

The business has a thorough website, has a presence on several social media platforms and has a large outdoor sign in the front of the business. Customers typically find SKY OUTDOOR LIVING by going to the website or social media platforms. This leads to a phone call for inquiry. The phone call leads to a scheduled visit to the customer's residence for planning and estimating price of the job. Once the customer agrees to the estimate, the job is scheduled.

The price of lumber and other building supplies has skyrocketed since 2020. Costs have increased over 300% due to three distinct reasons:

- Lumber mills forced to close during the pandemic
- A large increase in do-it-yourself home improvement projects during the pandemic
- Low interest rates have resulted in more homes being built

Due to the high price of lumber and other supplies, SKY OUTDOOR LIVING must raise their prices, as lumber is required in patio and deck construction. The cost of construction will more than double than what customers were paying before 2020.

The owner (judge) wants potential customers to be aware of the increased cost of construction and understand the reason before an estimate is given. The owner (judge) has asked you to identify the customer touch points and determine how the increased cost of construction can be effectively communicated at each touch point. The owner (judge) would like you to prepare sample messaging.

You will present your ideas 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 your ideas 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. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the owner of SKY OUTDOOR LIVING, a construction business that specializes in outdoor decks and patios. You want the general manager and the sales manager (participant team) to determine the best way to communicate a sharp increase in pricing to potential customers.

SKY OUTDOOR LIVING was named the most trusted residential construction business in the city. The business works on small to medium sized projects, specializing in creating custom decks and patios for homeowners in the city.

The business has a thorough website, has a presence on several social media platforms and has a large outdoor sign in the front of the business. Customers typically find SKY OUTDOOR LIVING by going to the website or social media platforms. This leads to a phone call for inquiry. The phone call leads to a scheduled visit to the customer's residence for planning and estimating price of the job. Once the customer agrees to the estimate, the job is scheduled.

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Due to the high price of lumber and other supplies, SKY OUTDOOR LIVING must raise their prices, as lumber is required in patio and deck construction. The cost of construction will more than double than what customers were paying before 2020.

You want potential customers to be aware of the increased cost of construction and understand the reason before an estimate is given. You have asked the general manager and the sales manager (participant team) to identify the customer touch points and determine how the increased cost of construction can be effectively communicated at each touch point. You would like the general manager and the sales manager (participant team) to prepare sample messaging.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. How can we train our employees to communicate your sample messaging?
2. Lumber prices are expected to drop in the next 4-6 months. Why should or shouldn't we communicate that to our customers?

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

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

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



MARKETING MANAGEMENT TEAM DECISION MAKING 2022

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

Participant: _____

ID Number: _____

Did the participant team:		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	
2.	Reinforce service orientation through communication?	0-1-2-3	4-5-6	7-8	9-10	
3.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the principles of supply and demand?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify customer touch points?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						