



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Customer Relations

PRINCIPLES OF MARKETING 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Handle customer/client complaints.
- Demonstrate a customer-service mindset.
- Interpret business policies to customers/clients.
- Reinforce service orientation through communication.

EVENT SITUATION

You are to assume the role of a customer service representative at GARDEN TOWN, a local retailer that specializes in gardening tools and supplies. A customer (judge) has complained because GARDEN TOWN is out of stock of a sale item.

GARDEN TOWN is currently having a “Buy One, Get One 50% Off” sale on all ceramic planters. The sale has attracted many customers and all ceramic planters have sold out one day before the sale was scheduled to end. All promotional materials clearly state that the sale will end on the scheduled date or while supplies last.

A customer (judge) has asked to speak with you. The customer (judge) is upset that GARDEN TOWN has sold out of ceramic planters when there is still one day left in the sale.

You must speak with the customer (judge) and address the complaint and GARDEN TOWN’S promotion.

You will present the information to the customer (judge) in a role-play to take place at the store. The customer (judge) will begin the role-play by asking you about the sale. After you have presented the information to the customer (judge) and have answered the customer’s (judge’s) questions, the customer (judge) will conclude the role-play by thanking you for the information.

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 GARDEN TOWN, a local retailer that specializes in gardening tools and supplies. You have complained because GARDEN TOWN is out of stock of a sale item and have asked to speak to a customer service representative (participant).

GARDEN TOWN is currently having a “Buy One, Get One 50% Off” sale on all ceramic planters. The sale has attracted many customers and all ceramic planters have sold out one day before the sale was scheduled to end. All promotional materials clearly state that the sale will end on the scheduled date or while supplies last.

You are upset that GARDEN TOWN has sold out of ceramic planters when there is still one day left in the sale. You have asked to speak with a customer service representative (participant).

The customer service representative (participant) will speak with you to address the complaint and GARDEN TOWN’S promotion.

The participant will present the information to you in a role-play to take place at the store. You will begin the role-play by asking about the sale.

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

1. What are some ways you can better control the inventory on sale?
2. Why does GARDEN TOWN have special promotions like “Buy One, Get One 50% Off?”

After the customer service representative (participant) has given you the information and has answered your questions, you will conclude the role-play by thanking the customer service representative (participant).

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.



**PRINCIPLES OF MARKETING
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Handle customer/client complaints?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Demonstrate a customer-service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Interpret business policies to customers/clients?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						