



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Customer Relations

PRINCIPLES OF ENTREPRENEURSHIP 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

- Explain the nature of positive customer relations.
- Demonstrate a customer service mindset.
- Reinforce service orientation through communication.
- Determine ways of reinforcing the company's image through employee performance.

EVENT SITUATION

You are to assume the role of the owner of WATCH ME, a business that repairs watches. An employee (judge) who is talented at fixing watches lacks customer service skills. You must discuss customer relations with the employee (judge).

WATCH ME is a relatively new business that you are proud to own. The business only has four employees. The employees greet customers, make repairs and take payment.

You have noticed that an employee (judge) who does a great job repairing watches lacks customer service skills. The employee (judge) does not smile or make eye contact with customers. The employee (judge) answers customer questions with an unpleasant tone.

You must discuss customer relations with the employee (judge) and explain how all WATCH ME employees' customer relations skills can affect the business.

You will explain customer relations to the employee (judge) in a role-play to take place at the business. The employee (judge) will begin the role-play by asking about customer relations. After you have explained and have answered the employee's (judge's) questions, the employee (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 an employee at WATCH ME, a business that repairs watches. You are talented at fixing watches but lack customer service skills. The owner (participant) must discuss customer relations with you.

WATCH ME is a relatively new business that the owner (participant) is proud to own. The business only has four employees. The employees greet customers, make repairs and take payment.

The owner (participant) has noticed that you do a great job repairing watches but lack customer service skills. You do not smile or make eye contact with customers. You answer customer questions with an unpleasant tone.

The owner (participant) will discuss customer relations with you and explain how all WATCH ME employees' customer relations skills can affect the business.

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

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

1. How should I respond if a customer is rude to me?
2. How should I respond if a customer asks a question that I do not know the answer to?

After the owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the owner (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.



PRINCIPLES OF ENTREPRENEURSHIP 2025

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

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	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.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Determine ways of reinforcing the company's image through employee performance?	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						