



**CAREER CLUSTER**  
Business Management & Administration

**INSTRUCTIONAL AREA**  
Customer Relations

## **PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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

## **EVENT SITUATION**

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You are to assume the role of an employee at SMALL TOWN ENERGY, a local electricity provider. An upset customer (judge) wants to speak with you about a complaint.

SMALL TOWN ENERGY runs a promotion twice a year that allows all customers to stop by the SMALL TOWN ENERGY office to receive a free smoke detector. The print at the bottom of the promotion states, “While supplies last.” SMALL TOWN ENERGY ran the promotion this past month and has now run out of smoke detectors. A customer (judge) is now at the front desk demanding a free smoke detector.

You will explain the free smoke detector promotion rules to the customer (judge) while still demonstrating a customer service mindset.

You will explain the information to the customer (judge) in a role-play to take place at the office. The customer (judge) will begin the role-play by asking about the free smoke detector. After you have explained 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

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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 an upset customer at SMALL TOWN ENERGY, a local electricity provider. You have asked to speak with an employee (participant).

SMALL TOWN ENERGY runs a promotion twice a year that allows all customers to stop by the SMALL TOWN ENERGY office to receive a free smoke detector. The print at the bottom of the promotion states, “While supplies last.” SMALL TOWN ENERGY ran the promotion this past month and has now run out of smoke detectors. You are now at the front desk demanding a free smoke detector.

The employee (participant) will explain the free smoke detector promotion rules to you while still demonstrating a customer service mindset.

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

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

1. Why do you offer free smoke detectors to your customers?
2. Why do customers need to come into the office to receive the free smoke detector?

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



**PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION  
2023**

**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
<b>PERFORMANCE INDICATORS</b>						
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	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						