



## **Preliminary Round**

### **FINANCIAL SERVICES MARKETING MANAGEMENT TEAM DECISION MAKING EVENT**

#### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators Evaluated, Specific Performance Indicators Evaluated 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 give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

#### **GENERAL PERFORMANCE INDICATORS EVALUATED**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic Performance Indicators

#### **SPECIFIC PERFORMANCE INDICATORS EVALUATED**

- Explain the concept of place (distribution) in the financial services industry.
- Explain the relationship between customer service and distribution.
- Coordinate distribution with other marketing activities.
- Select channels of distribution.
- Explain the nature of channel strategies.
- Describe the use of technology in the distribution function.

## **CASE STUDY SITUATION**

You are to assume the role of marketing consultants. The marketing director of FAMILY BANK (judge) has asked you to develop recommendations on future distribution of services.

FAMILY BANK began three years ago as an alternative to the only other bank in town, First Bank. Both banks are located in Smalltown, a community with a population of 100,000. The town has one major indoor shopping mall with a national discount retailer as the anchor and three strip malls with grocery stores as the anchors. The average bank customer in this town is 42 years old, is married with two children, has some college education, earns \$45,000 annually and lives in his/her own home valued at \$100,000.

FAMILY BANK's main branch and auxiliary branch are located in two of the strip malls. Both are doing extremely well, offering customers a small range of necessary services: savings accounts, checking accounts, ATM machines and small loans. All services are provided at the two locations or by telephone.

FAMILY BANK would like to expand on its success, but is seeking your assistance in developing a plan. The marketing director (judge) is asking for your recommendations on the types of services to offer customers and how those services should be distributed. FAMILY BANK is interested in using new technology because it realizes the bank's current setup of a simple computer network is limiting. The bank is also willing to open new branches and service locations or other new channels of distribution.

You will present your plan for distribution to the marketing director (judge) in a meeting to take place in the bank's conference room. The marketing director (judge) will begin the meeting by greeting you and asking to hear your plan. Once you have presented your recommendations and have answered the marketing director's (judge's) questions, the marketing director (judge) will conclude the meeting by thanking you for your work.

## JUDGE'S INSTRUCTIONS

You are to assume the role of marketing director for FAMILY BANK. You have asked a team of marketing consultants (participant team) to develop recommendations on future distribution of services.

FAMILY BANK began three years ago as an alternative to the only other bank in town, First Bank. Both banks are located in Smalltown, a community with a population of 100,000. The town has one major indoor shopping mall with a national discount retailer as the anchor and three strip malls with grocery stores as the anchors. The average bank customer in this town is 42 years old, is married with two children, has some college education, earns \$45,000 annually and lives in his/her own home valued at \$100,000.

FAMILY BANK's main branch and auxiliary branch are located in two of the strip malls. Both are doing extremely well, offering customers a small range of necessary services: savings accounts, checking accounts, ATM machines and small loans. All services are provided at the two locations or by telephone.

YOU would like to expand on the bank's success, so you have asked the consultants (participant team) for recommendations on the types of services to offer customers and how those services should be distributed. FAMILY BANK is interested in using new technology because you realize that the bank's current setup of a simple computer network is limiting. You are also willing to open new branches and service locations or other new channels of distribution.

The consultants (participant team) will present a plan for distribution to you in a meeting to take place in the bank's conference room. You will begin the meeting by greeting the consultants (participant team) and asking to hear their plan.

After the initial presentation you are to ask the following questions of each participant team:

1. What is the rationale for your decisions?
2. How quickly can we be up and running with this expansion?
3. What types of promotion do you recommend to introduce these changes to the public?
4. How will you recognize and deal with any changes in our target market?

Once the consultants (participant team) have presented a plan and have answered your questions, you will conclude the meeting by thanking the consultants (participant team) for their work.

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

## **JUDGING THE PRESENTATION**

The Management Team Decision Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing Performance Indicators. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

During the first 10 minutes of the interview (after introductions), the participant team will present their analysis, decisions/recommendations, and the rationale behind the decisions. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you may ask other questions specific to the current participant team.

After the questioning period please thank the participant you will close the event by thanking for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed at twice (2 times) the value of the exam scores.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your event director.