



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Product/Service Management

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the product/service management function.
2. Plan reductions.
3. Describe factors used by marketers to position products/businesses.
4. Identify the impact of product life cycles on marketing decisions.
5. Identify product opportunities.

EVENT SITUATION

You are to assume the role of general manager of BERGMAN HUMMER, one of six car dealerships that make up BERGMAN AUTO GROUP. The owner of BERGMAN AUTO GROUP (judge) has asked you to develop a plan to liquidate existing product inventory and to re-invent how the dealership site will be utilized.

BERGMAN AUTO GROUP is made up of six car dealerships that operate within a 200-mile trading area. Each dealership carries a different line: Buick, Chevrolet, Dodge, Toyota, Hummer and Hyundai. New and pre-owned cars are available at every dealership except Hummer which does not carry pre-owned vehicles. Each dealership offers a parts department, service department and collision repair center. The Hummer and Hyundai dealerships are the newest members of BERGMAN AUTO GROUP, having been in operation for five years. The remaining dealerships have all been in operation for 25 years or more.

After gas prices rose above \$4 per gallon for a time, consumers began flocking to brands and models that get 25 mpg or better. Over the past year, sales of SUV's are down by 36% nationally, and Hummer sales have dropped by 60% at BERGMAN HUMMER. The owner has decided that it will not be profitable, long-term, for BERGMAN AUTO GROUP to remain a Hummer dealer. All existing Hummers need to be sold and a plan needs to be developed to "re-invent" the former Hummer dealership site without negatively affecting the other five BERGMAN dealerships.

The owner of BERGMAN AUTO GROUP has asked for the following:

- A plan to reduce the current inventory of Hummer vehicles
- Options on what to do with the Hummer dealership site (The options should be prioritized from least expensive to most expensive for BERGMAN to implement.)
- Your **one** recommendation regarding future use of the site along with a rationale.

You will present your plan to the owner of BERGMAN AUTO GROUP (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 made your presentation and have answered the owner's (judge's) questions, he/she will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization

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.

5. Judge's Evaluation Instructions
6. Judge's Evaluation Form

Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of BERGMAN AUTO GROUP. You have asked the general manager of your Hummer dealership (participant) to develop a plan to liquidate existing product inventory and to re-invent how the dealership site will be utilized.

BERGMAN AUTO GROUP is made up of six car dealerships that operate within a 200-mile trading area. Each dealership carries a different line: Buick, Chevrolet, Dodge, Toyota, Hummer and Hyundai. New and pre-owned cars are available at every dealership except Hummer which does not carry pre-owned vehicles. Each dealership offers a parts department, service department and collision repair center. The Hummer and Hyundai dealerships are the newest members of BERGMAN AUTO GROUP, having been in operation for five years. The remaining dealerships have all been in operation for 25 years or more.

Since gas prices have risen above \$4 per gallon, consumers have been flocking to brands and models that get 25 mpg or better. Over the past year, sales of SUV's are off by 36% nationally and Hummer sales have dropped by 60% at BERGMAN HUMMER. You have decided that it will not be profitable, long-term, for BERGMAN AUTO GROUP to remain a Hummer dealer. All existing Hummers need to be sold and a plan needs to be developed to re-invent the former Hummer dealership site without negatively affecting the other five BERGMAN dealerships.

You have asked the general manager of BERGMAN HUMMER for the following:

- A plan to reduce the current inventory of Hummer vehicles.
- Options on what to do with the Hummer dealership site (The options should be prioritized from least expensive to most expensive for BERGMAN to implement.)
- **One** recommendation regarding future use of the site along with a rationale.

The general manager (participant) will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the general manager (participant) and asking to hear about his/her ideas.

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

1. How much time would you allow for our entire current Hummer inventory to be liquidated?
2. What will be the most negative effect on our remaining five dealerships as we liquidate the Hummers?

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

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM
ASM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the nature and scope of the product/service management function?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining the nature and scope of the product/service management function were weak.	Adequately explained the nature and scope of the product/service management function.	Effectively explained the nature and scope of the product/service management function.	Very effectively explained the nature and scope of the product/service management function.

2. Plan reductions?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at planning inventory reductions for the Hummer dealership were inadequate.	Adequately planned inventory reductions for the dealership.	Effectively planned inventory reductions for the dealership.	Very effectively planned inventory reductions for the Hummer dealership.

3. Describe factors used by marketers to position products/businesses?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at repositioning the dealership in the market were weak.	Adequately repositioned the dealership.	Effectively repositioned the dealership.	Very effectively repositioned the dealership in the market.

4. Identify the impact of product life cycles on marketing decisions?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at identifying the impact of product life cycles on marketing decisions were inadequate.	Adequately identified the impact of product life cycles on marketing decisions.	Effectively identified the impact of product life cycles on marketing decisions.	Very effectively identified the impact of product life cycles on marketing decisions.

5. Identify product opportunities?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at providing product opportunities as a result of the changeover were inadequate.	Adequately identified product opportunities resulting from the changeover.	Effectively identified product opportunities resulting from the changeover.	Very effectively maximized product opportunities resulting from the changeover.

6. Overall impression and response to the judge's questions.

Little/No Value 0, 1	Below Expectations 2, 3, 4	Meets Expectations 5, 6, 7	Exceeds Expectations 8, 9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____