



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Channel Management

RETAIL MERCHANTISING 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 channel management.
2. Explain the relationship between customer service and channel management.
3. Identify sources that provide relevant, valid written material.
4. Coordinate channel management with other marketing activities.
5. Explain the role of customer service as a component of selling relationships.

EVENT SITUATION

You are to assume the role of marketing consultant for KRISTI DRY CLEANERS, a successful business. The owner (judge) has hired your marketing firm to develop a marketing strategy for a temporary location needed because of major road construction.

KRISTI DRY CLEANERS is located on a busy street (Palm Royale Boulevard) in a growing community. The dry cleaner is open six days a week from 8 a.m. until 6 p.m. Much of KRISTI DRY CLEANERS' success is due to a great location that is convenient for professionals and families to drop off/pick up their dry cleaning. KRISTI DRY CLEANERS has a drive-thru service that is popular with customers who are in a hurry. The shop offers monthly coupons with great prices for shirts, suits, draperies, comforters and alteration services.

The owner of KRISTI DRY CLEANERS (judge) has learned that Palm Royale Boulevard is scheduled for major construction during the busy months of August, September and October. The construction work will close Palm Royale Boulevard for three months and severely cut the shop's business. The owner (judge) is highly concerned about the impact of the road construction project and has hired your marketing firm to develop a strategy for a temporary collection/pick-up location for your customers.

KRISTI DRY CLEANERS will transport the laundry between the temporary location and the current location along Palm Royale Boulevard. Workers have access to KRISTI DRY CLEANERS through an alley that cannot be used by through traffic. You have been hired as a marketing consultant to develop a marketing strategy for the new temporary location. The owner (judge) also wants your advice for overcoming the possible financial impact of three months of interrupted business.

The owner (judge) wants your marketing strategy to include an advertising campaign that addresses the following:

1. The fact that the inconvenience of the temporary location is for three months only
2. A strategy to maintain the goodwill of customers
3. Customer incentives for patronizing the business during road construction.

You will present your marketing strategy in a role-play that will 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 marketing strategy. After you have explained your strategy and have answered the owner's (judge's) questions, the owner (judge) 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 KRISTI DRY CLEANERS, a successful business. You have hired a marketing consultant (participant) to develop a marketing strategy for a temporary location required by major road construction.

KRISTI DRY CLEANERS is located on a busy street (Palm Royale Boulevard) in a growing community. The dry cleaner is open six days a week from 8 a.m. until 6 p.m. Much of KRISTI DRY CLEANERS' success is due to a great location that is convenient for professionals and families to drop off/pick up their dry cleaning. KRISTI DRY CLEANERS has a drive-thru service that is popular with customers who are in a hurry. The shop offers monthly coupons with great prices for shirts, suits, draperies, comforters and alteration services.

You have learned that Palm Royale Boulevard is scheduled for major construction during the busy months of August, September and October. The construction work will close Palm Royale Boulevard for three months and severely cut the shop's business. You are highly concerned about the impact of the road construction project and have hired a marketing consultant (participant) to develop a strategy for a temporary collection/pick-up location for your customers.

KRISTI DRY CLEANERS will transport the laundry between the temporary pick-up location and the current location along Palm Royale Boulevard. Workers have access to KRISTI DRY CLEANERS through an alley that cannot be used by through traffic. You have hired the marketing

consultant (participant) to develop a marketing strategy for the new temporary location. You also want his/her advice for overcoming the possible financial impact of three months of interrupted business.

The marketing consultant (participant) will present that strategy and advice to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing consultant (participant) and asking to hear his/her marketing strategy for overcoming adverse effects of the road construction.

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

1. What additional employees will we have to hire during the three months of road construction?
2. What kind of signage must our business put up to direct customers to a different drop-off location? Who must approve the signage?
3. Should I attend a city council meeting to express my concerns about the road construction project? What concessions should I ask from the city?

Once the marketing consultant (participant) has presented his/her strategy and has answered your questions, you will conclude the role-play by thanking the marketing consultant (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
RMS
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the nature and scope of channel management?

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 channel management were inadequate or weak.	Adequately explained the nature and scope of channel management.	Effectively explained the nature and scope of channel management.	Very effectively explained the nature and scope of channel management.

2. Explain the relationship between customer service and channel management?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining the relationship between customer service and channel management were inadequate or weak.	Adequately explained the relationship between customer service and channel management.	Effectively explained the relationship between customer service and channel management.	Very effectively explained the relationship between customer service and channel management.

3. Identify sources that provide relevant, valid written material?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at identifying sources that provide relevant, valid written material were inadequate or unclear.	Adequately identified sources that provide relevant, valid written material.	Effectively identified sources that provide relevant, valid written material.	Very effectively identified sources that provide relevant, valid written material.

4. Coordinate channel management with other marketing activities?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at coordinating channel management with other marketing activities were inadequate or unclear.	Adequately coordinated channel management with other marketing activities.	Effectively coordinated channel management with other marketing activities.	Very effectively coordinated channel management with other marketing activities.

5. Explain the role of customer service as a component of selling relationships?

Little/No Value 0, 2	Below Expectations 4, 6, 8	Meets Expectations 10, 12, 14	Exceeds Expectations 16, 18
Attempts at explaining the role of customer service as a component of selling relationships were inadequate or unclear.	Adequately explained the role of customer service as a component of selling relationships.	Effectively explained the role of customer service as a component of selling relationships.	Very effectively explained the role of customer service as a component of selling relationships.

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 _____