



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Communication Skills
Selling

MARKETING COMMUNICATIONS TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators 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 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

- 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 competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the nature of effective verbal communications.
- Employ communication styles appropriate to target audience.
- Make oral presentations.
- Explain the nature and scope of the selling function.
- Discuss motivational theories that impact buying behavior.
- Explain the key factors in building a clientele.
- Explain the role of customer service as a component of selling relationships.

CASE STUDY SITUATION

You are to assume the role of sales team for FIT FOR LIFE, a new health club located next door to a large hospital. The manager (judge) of FIT FOR LIFE has called upon your team to describe a sales and marketing strategy to sell memberships to the 1,000 employees who work at the hospital.

FIT FOR LIFE is a 24-hour health club that is equipped with a running track, racquet ball, tennis courts, swimming pool, exercise equipment, and numerous fitness classes. Since FIT FOR LIFE is open 24-hours, seven days a week, it is highly accessible to medical employees who work shifts 24-hours per day at the hospital.

The manager (judge) of FIT FOR LIFE wants to obtain memberships from the majority of hospital employees. The manager (judge) of FIT FOR LIFE has asked your team to develop a sales and marketing strategy that will convince hospital employees to join the health club. Your team has been called upon to describe an effective sales presentation for hospital employees. Your team must describe special incentives you will offer to encourage hospital employees to attend the sales presentation and special promotional events offered by FIT FOR LIFE to sign up new members.

Your team must describe the types of communication that will be the most effective for recruiting health club members. Your presentation should include the following topics:

- communication
- oral presentation
- building clientele
- motivational theories
- customer service
- product features

You will present your sales strategy to the manager (judge) of FIT FOR LIFE in a meeting to take place in the manager's (judge's) office. The manager (judge) for FIT FOR LIFE will begin the meeting by greeting you and asking to hear your ideas. After you have presented your information about a sales strategy to sell health club memberships and have answered the manager's (judge's) questions, the manager of FIT FOR LIFE (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of manager of FIT FOR LIFE, a new health club located next door to a large hospital. You have asked the sales team (participant team) to describe a sales and marketing strategy to sell memberships to the 1,000 employees who work at the hospital.

FIT FOR LIFE is a 24-hour health club that is equipped with a running track, racquet ball, tennis courts, swimming pool, exercise equipment, and numerous fitness classes. Since FIT FOR LIFE is open 24-hours, seven days a week, it is highly accessible to medical employees who work shifts 24-hours per day at the hospital.

You want to obtain memberships from the majority of hospital employees. You have asked the sales team (participant team) to develop a sales and marketing strategy that will convince hospital employees to join the health club. The sales team (participant team) has been called upon to describe an effective sales presentation for hospital employees. The sales team (participant team) must describe special incentives they will offer to encourage hospital employees to attend the sales presentation, and special promotional events offered by FIT FOR LIFE to sign up new members.

The sales team (participant team) must describe the types of communication that will be the most effective for recruiting health club members. The presentation should include the following topics:

- communication
- oral presentation
- building clientele
- motivational theories
- customer service
- product features

The sales team (participant team) will present their recommendations to you in a meeting to take place in your office. You will begin the meeting by greeting the participants and asking to hear their ideas for a sales and marketing plan to recruit health club members.

After the sales team (participant team) has presented their plan, you are to ask the following questions of each participant team:

1. Which features should be emphasized by FIT FOR LIFE that are attractive to hospital workers?
2. Why should FIT FOR LIFE's hours of operation be emphasized in the meetings with hospital employees?

Once the sales team (participant team) has answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

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

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted 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 present 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 series director.

We thank you for your help.

JUDGE'S EVALUATION FORM
MTDM

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
DID THE PARTICIPANT:					
1. Explain the nature of effective verbal communications?	10-9	8-7	6-5-4	3-2-1-0	_____
2. Employ communication styles appropriate to target audience?	10-9	8-7	6-5-4	3-2-1-0	_____
3. Make oral presentations?	10-9	8-7	6-5-4	3-2-1-0	_____
4. Explain the nature and scope of the selling function?	10-9	8-7	6-5-4	3-2-1-0	_____
5. Discuss motivational theories that impact buying behavior?	10-9	8-7	6-5-4	3-2-1-0	_____
6. Explain the key factors in building a clientele?	10-9	8-7	6-5-4	3-2-1-0	_____
7. Explain the role of customer service as a component of selling relationships?	10-9	8-7	6-5-4	3-2-1-0	_____
PRESENTATION					
8. Clarity of expression	6-5	4	3-2	1-0	_____
9. Organization of ideas	6-5	4	3-2	1-0	_____
10. Showed evidence of mature judgment	6-5	4	3-2	1-0	_____
11. Effective participation of both team members	6-5	4	3-2	1-0	_____
12. Overall impression and responses to the judge's questions	6-5	4	3-2	1-0	_____

TOTAL SCORE _____

