



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Selling

MARKETING MANAGEMENT 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 have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the need for ongoing education as a worker.
2. Explain the selling process.
3. Acquire product information for use in selling.
4. Analyze product information to identify product features and benefit.
5. Identify product's/service's competitive advantage.



EVENT SITUATION

You are to assume the role of sales manager at BETTER ELECTRONICS, a national electronics retail chain. Your store manager (judge) has asked you to prepare an outline for a training plan for the store's 30-person (10 full-time and 20 part-time) sales force.

BETTER ELECTRONICS carries the latest in all electronics hardware including flat screen televisions, desktop and laptop computers, blue-ray players, gaming consoles and the most up to date software. BETTER ELECTRONICS has earned the reputation of having the most knowledgeable sales force in the industry. The new and intensely promoted *PrimeTime-8* gaming console will hit the shelves in two days and your store is scheduled to receive an introductory shipment of 200 units this evening. The *PrimeTime-8* gaming console has many new and innovative features not found in current gaming consoles.

Your sales staff is highly motivated and takes great pride in being part of a national sales team recognized for their diverse product knowledge. However, two years ago there was a similar situation and the sales staff was not properly prepared resulting in angry customers, a negative front page local news article, less than impressive sales for the next two quarters and your predecessor resigning as a result. Your store manager (judge) wants to ensure the debut of the *PrimeTime-8* gaming console does not have similar results. You have been tasked with outlining a training plan to ensure the sales staff can live up to their reputation.

You will present your outline to the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your training plan. After you have presented your outline and have answered the store manager's (judge's) questions, the store manager (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 store manager at BETTER ELECTRONICS, a national electronics retail chain. You have asked your sales manager (participant) to prepare an outline for a training plan for the store's 30 person (10 full-time and 20 part-time) sales force.

BETTER ELECTRONICS carries the latest in all electronics hardware including flat screen televisions, desktop and laptop computers, blue-ray players, gaming consoles and the most up to date software. BETTER ELECTRONICS has earned the reputation of having the most knowledgeable sales force in the industry. The new and intensely promoted *PrimeTime-8* gaming console will hit the shelves in two days and your store is scheduled to receive an introductory shipment of 200 units this evening. The *PrimeTime-8* gaming console has many new and innovative features not found in current gaming consoles.

The sales staff is highly motivated and takes great pride in being part of a national sales team recognized for their diverse product knowledge. However, two years ago there was a similar situation and the sales staff was not properly prepared resulting in angry customers, a negative front page local news article, less than impressive sales for the next two quarters and the previous sales manager resigning as a result. You want to ensure the debut of the *PrimeTime-8* gaming console does not have similar results. You have tasked the sales manager (participant) with outlining a training plan to ensure the sales staff can live up to their reputation.

You have asked the sales manager (participant) to your office to present the outline. You will begin the role-play by greeting the sales manager (participant) and asking to hear the details of the training plan.

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

1. The 200 units our store received will be insufficient to meet the initial demand. What customer service policies do we need to put in place to handle the excess demand?
2. Besides training the sales staff, what other sales strategies should we put in place?

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



MARKETING MANAGEMENT SERIES, 2014

Participant: _____

JUDGE'S EVALUATION FORM SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Selling

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the need for ongoing education as a worker?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the selling process?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Acquire product information for use in selling?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Analyze product information to identify product features and benefit?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify product's/service's competitive advantage?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						