

**CAREER CLUSTER**

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Pricing

BUSINESS SERVICES MARKETING SERIES EVENT**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 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).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the pricing function.
2. Explain factors affecting pricing decisions.
3. Describe the role of business ethics in pricing.
4. Communication core values of product/service.
5. Explain the role of customer service as a component of selling relationships.

EVENT SITUATION

You are to assume the role of general manager at GENERAL LAB TESTS, a direct access lab testing services company that is open to the general public and corporate clients. The owner of the company (judge) has asked you to create a pricing proposal for current corporate clients for an additional service.

GENERAL LAB TESTS is the first-ever direct access lab testing service. Customers can pay for services such as various blood/urine/hair fiber testing, immunizations, vaccinations and intolerance and sensitivity testing. Corporate clients use GENERAL LAB TESTS for pre-employment drug testing or random employee drug testing.

Currently, GENERAL LAB TESTS has four corporate clients. The corporate clients are all large companies in the area, each with approximately 400 employees. Each of the corporate clients pays GENERAL LAB TESTS \$500/month for unlimited drug screenings for its employees. A drug screening for a regular customer is priced at \$69. Corporate clients average 10 new hires a month that need drug screenings, so the monthly fee saves the company money.

This year, GENERAL LAB TESTS will be able to administer flu shots. The flu shots will be the standard flu shots available at any medical clinic or pharmacy. Flu shots at drug stores range in price depending on customers' insurance plans, but range in price from \$25.00 to \$40.00. Many people can get free flu shots at the doctor's office, but need to set up an appointment.

GENERAL LAB TESTS will be offering the general public flu shots for \$29.00. The owner (judge) feels that the company should offer its corporate clients special pricing on flu shots for the clients' employees. The owner of GENERAL LAB TESTS (judge) has asked you to determine special pricing for flu shots for corporate clients. The owner (judge) also wants you to decide how the special flu shot pricing should be communicated and marketed to the corporate clients.

You will present your ideas to the owner (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 presented your ideas 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. 21st Century Skills and 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 GENERAL LAB TESTS, a direct access lab testing services company that is open to the general public and corporate clients. You have asked the general manager (participant) to create a pricing proposal for current corporate clients for an additional service.

GENERAL LAB TESTS is the first-ever direct access lab testing service. Customers can pay for services such has various blood/urine/hair fiber testing, immunizations, vaccinations and intolerance and sensitivity testing. Corporate clients use GENERAL LAB TESTS for pre-employment drug testing or random employee drug testing.

Currently, GENERAL LAB TESTS has four corporate clients. The corporate clients are all large companies in the area, each with approximately 400 employees. Each of the corporate clients pays GENERAL LAB TESTS \$500/month for unlimited drug screenings for its employees. A drug screening for a regular customer is priced at \$69. Corporate clients average 10 new hires a month that need drug screenings, so the monthly fee saves the company money.

This year, GENERAL LAB TESTS will be able to administer flu shots. The flu shots will be the standard flu shots available at any medical clinic or pharmacy. Flu shots at drug stores range in price depending on customers' insurance plans, but range in price from \$25.00 to \$40.00. Many people can get free flu shots at the doctor's office, but need to set up an appointment.

GENERAL LAB TESTS will be offering the general public flu shots for \$29.00. You feel that the company should offer its corporate clients special pricing on flu shots for the clients' employees. You have asked the general manager (participant) to determine special pricing for flu shots for corporate clients. You also want the general manager (participant) to decide how the special flu shot pricing should be communicated and marketed to the corporate clients.

The participant will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the 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. Are there any potential issues that could arise from offering this service at a discount to corporate clients, but not the general public?
2. If this proves successful, should we market the flu shots to other businesses next year? Why or why not?

Once the general manager (participant) has presented ideas 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.



**BUSINESS SERVICES MARKETING SERIES,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Pricing

Did the participant:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

1.	Explain the nature and scope of the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe the role of business ethics in pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	

21st CENTURY SKILLS

6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	

TOTAL SCORE