



An Association of Marketing Students®

FINANCIAL SERVICES MARKETING MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators Evaluated, Specific Performance Indicators Evaluated 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 give an ID label to your adult assistant during the preparation time.
- 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 EVALUATED

- 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 Performance Indicators

SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Prepare for the sales presentation.
- Explain factors that motivate people to purchase financial products/services.
- Describe the use of technology in the selling function.
- Explain the nature of financial plans.
- Analyze characteristics and benefits of financial products.
- Create a presentation software package to support a sales presentation.

CASE STUDY SITUATION

You are to assume the role of marketing interns for SMITH BANK. The marketing director (judge) has asked you to develop a sales presentation to recruit companies to participate in a new college savings plan.

COLLEGE \$AVE is a new program offered by your bank to encourage customers to save money for a college education through making purchases at participating companies. Companies pay to register with COLLEGE \$AVE and receive promotion of their company; this registration fee is used to cover the administrative costs of COLLEGE \$AVE. Individual customers then register free with COLLEGE \$AVE, which sets up a college fund account for the customer.

Money is deposited into this account in two ways:

- direct deposit by the individual
- a deposit from the participating companies

The companies contribute a percentage of purchases made by an enrolled customer to the individual's account in the COLLEGE \$AVE program. For example, if a gas station is a participating company, and it is willing to contribute 3% of purchases, when a registered customer buys \$20 in gasoline, \$0.60 is then deposited into the customer's account.

Money in the individual accounts is invested by SMITH BANK and earns interest over time. Individuals have the option of placing their money in one of three investment plans:

- a high-risk/high-return option
- a medium-risk/medium-return option
- a low-risk/low-return option

Customers may change their plan at any time, but all of their account money must stay in one plan. Customers may only make withdrawals to pay a qualifying institution of higher learning (a list is available). Individuals can track their COLLEGE \$AVE account online 24 hours a day. There they will also find more information about participating companies.

SMITH BANK is a 100-year-old financial institution with 55 locations. It has an excellent reputation for quality financial services. SMITH BANK holds the largest share of the banking market in the region and uses the latest in technology, including banking online.

The marketing director (judge) wants you to develop a sales presentation to use in recruiting companies to participate in the COLLEGE \$AVE program. The fee is \$5,000 annually. The company's name will appear on all promotional materials for the COLLEGE \$AVE program, including the Web site. At this time, no companies have been approached to participate. The goal is 25 companies to start, with no limit. The program is scheduled to launch in six months.

You will show your sales presentation to the marketing director (judge) in a meeting to take place in the office's conference room. The marketing director (judge) will begin the meeting by greeting you and asking to hear your presentation. Once you have made your presentation and have answered the marketing director's (judge's) questions, the marketing director (judge) will conclude the meeting by thanking you for your efforts.

JUDGE'S INSTRUCTIONS

You are to assume the role of marketing director for SMITH BANK. You have asked a team of marketing interns (participant team) to develop a sales presentation to recruit companies to participate in a new college savings plan.

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You have asked your marketing interns (participating team) to develop a sales presentation to use in recruiting companies to participate in the COLLEGE \$AVE program. The fee is \$5,000 annually. The company's name will appear on all promotional materials for the COLLEGE \$AVE program, including the Web site. At this time, no companies have been approached to participate. The goal is 25 companies to start, with no limit. The program is scheduled to launch in six months.

The interns (participant team) will demonstrate a sales presentation to you in a meeting to take place in the office's conference room. You will begin the meeting by greeting the interns (participant team) and asking to hear their presentation.

After the initial presentation you are to ask the following questions of each participant team:

1. What types of companies would you recommend approaching first? Why?
2. How long do you think it will take to reach our initial goal of 25 companies?
3. What ideas do you have for promotion that would support your sales presentation?

Once the marketing interns (participating team) have made their presentation and have answered your questions, you will conclude the meeting by thanking the marketing interns (participant team) for their efforts.

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

JUDGING THE PRESENTATION

The Management Team Decision Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing Performance Indicators. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

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

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you may ask other questions specific to the current participant team.

After the questioning period please thank the participant you will close the event by thanking for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed 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 presented 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 event director.