



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Operations

## AUTOMOTIVE SERVICES MARKETING 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 their 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 purchasing.
2. Evaluate vendor performance.
3. Maintain the inventory of supplies.
4. Identify quality-control measures.
5. Explain the employee's role in expense control.

## EVENT SITUATION

You are to assume the role of manager of a busy service station/convenience store called QUICK TRIP. The owner of QUICK TRIP (judge) has asked you to evaluate soft drink and other food vendors for the convenience store and produce a plan for better inventory control.

QUICK TRIP is located in a small town with 2,000 people. The town has one general grocery store and QUICK TRIP. QUICK TRIP is open 24 hours a day. Many people like the convenience of the store and are willing to pay higher prices for last-minute food items they need.

Currently your service station/convenience store is loyal to one brand-name soft drink. That soft drink vendor provides you signage for advertising. Donuts are delivered daily from the local bakery. Milk and other highly perishable items must have an accurate inventory to maintain freshness of the product and allow you to remove expired items.

The owner of QUICK TRIP (judge) recently visited the store and was disturbed to see more than three dozen leftover donuts at the end of the day. The owner (judge) also noted dairy items that had expired and were still being sold. The soft drink vendor who provides advertising signage did not have a neat display, and some of those products had expired.

QUICK TRIP needs a better inventory control system. The soft drink vendor must be advised to provide high quality service in merchandising or QUICK TRIP may change vendors. Decisions must be made about baked products sold at the store. The bakery is located two miles from QUICK TRIP and is open daily (except Sundays) from 6 a.m. to 2 p.m.

The owner (judge) has asked you to produce a plan for better inventory control and more attractive merchandising. He/she wants your ideas for reducing costs due to wasted or expired products. The owner (judge) has indicated that he/she is willing to invest money for technology to improve inventory control.

You will present your ideas to the owner (judge) in a role-play to take place the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear about your plan. Once you have presented your information 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 QUICK TRIP, a busy service station/convenience store. You have asked the store's manager (participant) to evaluate soft drink and other food vendors for the convenience store and produce a plan for better inventory control.

QUICK TRIP is located in a small town with 2,000 people. The town has one general grocery store and QUICK TRIP. QUICK TRIP is open 24 hours a day. Many people like the convenience of the store and are willing to pay higher prices for last-minute food items they need.

Currently your service station/convenience store is loyal to one brand-name soft drink. That soft drink vendor provides you signage for advertising. Donuts are delivered daily from the local bakery. Milk and other highly perishable items must have an accurate inventory to maintain freshness of the product and allow you to remove expired items.

You recently visited the store and were disturbed to see more than three dozen leftover donuts at the end of the day. You also noted dairy items that had expired and were still being sold. The soft drink vendor who provides advertising signage did not have a neat display, and some of those products had expired.

QUICK TRIP needs a better inventory control system. The soft drink vendor must be advised to provide high quality service in merchandising or QUICK TRIP may change vendors. Decisions

must be made about baked products sold at the store. The bakery is located two miles from QUICK TRIP and is open daily (except Sundays) from 6 a.m. to 2 p.m.

You have asked your manager (participant) to produce a plan for better inventory control and more attractive merchandising. You want ideas for reducing costs due to wasted or expired products. You have told the manager (participant) that you are willing to invest money for technology to improve inventory control.

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

1. How easy is it to change vendors?
2. Which problems can we solve by changing our inventory technology?
3. What additional employee duties will ensure that our inventory is up-to-date?

Once the store manager (participant) has presented the plan to improve inventory management and has answered your questions, you will conclude the role-play by thanking the store 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 their 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.

**JUDGE'S EVALUATION FORM**  
**ASM**  
**STATE EVENT 2010**

**DID THE PARTICIPANT:**

**1. Explain the nature and scope of purchasing?**

<b>Little/No Value</b> <b>0, 2</b> Attempts at explaining the nature and scope of purchasing were inadequate or weak.	<b>Below Expectations</b> <b>4, 6, 8</b> Adequately explained the nature and scope of purchasing.	<b>Meets Expectations</b> <b>10, 12, 14</b> Effectively explained the nature and scope of purchasing.	<b>Exceeds Expectations</b> <b>16, 18</b> Very effectively explained the nature and scope of purchasing.
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**2. Evaluate vendor performance?**

<b>Little/No Value</b> <b>0, 2</b> Attempts at evaluating vendor performance were inadequate or weak.	<b>Below Expectations</b> <b>4, 6, 8</b> Adequately evaluated vendor performance.	<b>Meets Expectations</b> <b>10, 12, 14</b> Effectively evaluated vendor performance.	<b>Exceeds Expectations</b> <b>16, 18</b> Very effectively evaluated vendor performance.
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**3. Maintain inventory of supplies?**

<b>Little/No Value</b> <b>0, 2</b> Attempts at maintaining inventory of supplies were inadequate or weak.	<b>Below Expectations</b> <b>4, 6, 8</b> Adequately maintained inventory of supplies.	<b>Meets Expectations</b> <b>10, 12, 14</b> Effectively maintained inventory of supplies.	<b>Exceeds Expectations</b> <b>16, 18</b> Very effectively maintained inventory of supplies.
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**3. Identify quality-control measures?**

<b>Little/No Value</b> <b>0, 2</b> Attempts at identifying quality-control measures were inadequate or unclear.	<b>Below Expectations</b> <b>4, 6, 8</b> Adequately identified quality-control measures.	<b>Meets Expectations</b> <b>10, 12, 14</b> Effectively identified quality-control measures.	<b>Exceeds Expectations</b> <b>16, 18</b> Very effectively identified quality-control measures.
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**5. Explain the employee's role in expense control?**

<b>Little/No Value</b> <b>0, 2</b> Attempts at explaining the employee's role in expense control were inadequate or weak.	<b>Below Expectations</b> <b>4, 6, 8</b> Adequately explained the employee's role in expense control.	<b>Meets Expectations</b> <b>10, 12, 14</b> Effectively explained the employee's role in expense control.	<b>Exceeds Expectations</b> <b>16, 18</b> Very effectively explained the employee's role in expense control.
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**6. Overall impression and response to the judge's questions.**

<b>Little/No Value</b> <b>0, 1</b> Demonstrated few skills; could not answer the judge's questions.	<b>Below Expectations</b> <b>2, 3, 4</b> Demonstrated limited ability to link some skills; answered the judge's questions adequately.	<b>Meets Expectations</b> <b>5, 6, 7</b> Demonstrated the specified skills; answered the judge's questions effectively.	<b>Exceeds Expectations</b> <b>8, 9, 10</b> Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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Judge's Initials \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_