



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Customer Relations

FOOD 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 this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the role of customer service as a component of selling relationships.
2. Explain the nature of positive customer relations.
3. Identify company's brand promise.
4. Determine ways of reinforcing the company's image through employee performance.
5. Explain key factors in building a clientele.

EVENT SITUATION

You are to assume the role of assistant manager for ECONOMY MART. The store's owner (judge) has asked you to develop a customer service strategy for the store.

ECONOMY MART is an established grocery store that has been a landmark in the town for 100 years. As the town has grown, the store's location has been perfect for regular customers as well as for commuters passing the store daily.

ECONOMY MART is recognized for fresh produce, friendly and knowledgeable employees, and exemplary customer service. The store's owner (judge) is aware of the strong competition from mega retailers who have located in the town. Because of the store's location and reputation, ECONOMY MART has maintained a competitive force in the town's grocery business. However, it gets more difficult each year to compete with the lower prices offered by larger stores—especially for customers buying in large quantities.

ECONOMY MART's philosophy remains commitment to its customers. The owner (judge) believes the store can remain competitive through superior personalized customer service. The owner (judge) has asked you to outline a strategy that sets ECONOMY MART'S customer service apart from the large competitors. The strategy must be unique to meet the ultimate goal of keeping and building a strong customer base.

You will present your strategy 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 ideas.

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 ECONOMY MART. You have asked the assistant manager (participant) to develop a customer service strategy for the store.

ECONOMY MART is an established grocery store that has been a landmark in the town for 100 years. As the town has grown, the store's location has been perfect for regular customers as well as for commuters passing the store daily.

ECONOMY MART is recognized for fresh produce, friendly and knowledgeable employees, and exemplary customer service. As owner, you are aware of the strong competition from mega retailers who have located in the town. Because of the store's location and reputation, ECONOMY MART has maintained a competitive force in the town's grocery business. However, it gets more difficult each year to compete with the lower prices offered by larger stores—especially for customers buying in large quantities.

ECONOMY MART's philosophy remains commitment to its customers. You believe the store can remain competitive through superior personalized customer service. You have asked the assistant manager (participant) to outline a strategy that sets ECONOMY MART'S customer service apart from the large competitors. The strategy must be unique to meet the ultimate goal of keeping and building a strong customer base.

The assistant manager (participant) will present the marketing strategy to you in a role-play to take place in your office. You will begin the role-play by greeting the assistant manager (participant) and asking to hear the presentation.

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

1. Can positive customer service always be competitive with lower prices?
2. Will your strategy reach our broad customer range, from young adults to senior citizens? If not, can the activities be adjusted to meet more customers' needs?
3. This community has been good to our store. How can we be sure our marketing efforts have a positive impact on the community?

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

JUDGE'S EVALUATION FORM

FMS
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain the role of customer service as a component of selling relationships?

Little/No Value

0, 2

Attempts at explaining the role of customer service as a component of selling relationships were inadequate or weak.

Below Expectations

4, 6, 8

Adequately explained the role of customer service as a component of selling relationships.

Meets Expectations

10, 12, 14

Effectively explained the role of customer service as a component of selling relationships.

Exceeds Expectations

16, 18

Very effectively explained the role of customer service as a component of selling relationships.

2. Explain the nature of positive customer relations?

Little/No Value

0, 2

Attempts at explaining the nature of positive customer relations were inadequate or weak.

Below Expectations

4, 6, 8

Adequately explained the nature of positive customer relations.

Meets Expectations

10, 12, 14

Effectively explained the nature of positive customer relations.

Exceeds Expectations

16, 18

Very effectively explained the nature of positive customer relations.

3. Identify company's brand promise?

Little/No Value

0, 2

Attempts at identifying company's brand promise were inadequate or weak.

Below Expectations

4, 6, 8

Adequately identified company's brand promise.

Meets Expectations

10, 12, 14

Effectively identified company's brand promise.

Exceeds Expectations

16, 18

Very effectively identified company's brand promise.

4. Determine ways of reinforcing the company's image through employee performance?

Little/No Value

0, 2

Attempts at determining ways of reinforcing the company's image through employee performance were inadequate or unclear.

Below Expectations

4, 6, 8

Adequately determined ways of reinforcing the company's image through employee performance.

Meets Expectations

10, 12, 14

Effectively determined ways of reinforcing the company's image through employee performance.

Exceeds Expectations

16, 18

Very effectively determined ways of reinforcing the company's image through employee performance.

5. Explain key factors in building a clientele?

Little/No Value

0, 2

Attempts at explaining key factors in building a clientele were inadequate or weak.

Below Expectations

4, 6, 8

Adequately explained key factors in building a clientele.

Meets Expectations

10, 12, 14

Effectively explained key factors in building a clientele.

Exceeds Expectations

16, 18

Very effectively explained key factors in building a clientele.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

2, 3, 4

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____