

**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Customer Relations

**BUSINESS SERVICES MARKETING SERIES EVENT****PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

**21<sup>st</sup> 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. Communicate core values of a product/service.
2. Determine ways of reinforcing the company's image through employee performance.
3. Develop rapport with customers.
4. Handle customer/client complaints.
5. Discuss actions employees can take to achieve the company's desired results.

## **EVENT SITUATION**

You are to assume the role of general manager of ADAM'S AQUATICS, a business that provides aquatic related services to businesses in the community. The owner of the company (judge) wants you to identify changes that can be made that will lead to improved customer experiences.

ADAM'S AQUATICS provides area businesses with large or custom-built aquariums to hold plants and fish. The aquariums are meant to be decorative additions to businesses waiting areas, lobbies or other public areas. ADAM'S AQUATICS not only provides the aquariums and the plants and fish, but the company also provides cleaning services and other products such as fish food and aquarium décor.

Business clients sign year-long contracts with ADAM'S AQUATICS, choosing to pay for the full year up front or on a monthly basis. Included in the fee is a weekly check-in by an ADAM'S AQUATICS employee and a thorough cleaning every ten days. There are professional sales people that meet with potential clients, sell the services and facilitate the contracts. ADAM'S also hires "tank experts" that visit the clients for the weekly check-in and perform the cleanings every ten days. While tank experts are entry-level positions with no previous experience required, the position requires full training on aquarium maintenance and aquatic environments for fish and plants.

The owner of the company (judge) recently became alarmed when reading the online reviews of the company. Several clients, most of whom have remained anonymous, have given high marks to the salespeople at ADAM'S, but have expressed discontent with the tank experts that visit clients frequently. Reviews have stated that the tank experts are dressed sloppily, have inappropriate conversations with the business' clients, do not have a set routine arrival schedule and do not properly greet the clients before beginning work.

The owner of ADAM'S AQUATICS (judge) wants the negative reviews to be addressed immediately. The owner (judge) has asked you to identify changes that can be made that will improve the customer experience and lead to positive reviews.

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. 21<sup>st</sup> 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 ADAM'S AQUATICS, a business that provides aquatic related services to businesses in the community. You want the general manager (participant) to identify changes that can be made that will lead to improved customer experiences.

ADAM'S AQUATICS provides area businesses with large or custom-built aquariums to hold plants and fish. The aquariums are meant to be decorative additions to businesses waiting areas, lobbies or other public areas. ADAM'S AQUATICS not only provides the aquariums and the plants and fish, but the company also provides cleaning services and other products such as fish food and aquarium décor.

Business clients sign year-long contracts with ADAM'S AQUATICS, choosing to pay for the full year up front or on a monthly basis. Included in the fee is a weekly check-in by an ADAM'S AQUATICS employee and a thorough cleaning every ten days. There are professional salespeople that meet with potential clients, sell the services and facilitate the contracts. ADAM'S also hires "tank experts" that visit the clients for the weekly check-in and perform the cleanings every ten days. While tank experts are entry-level positions with no previous experience required, the position requires full training on aquarium maintenance and aquatic environments for fish and plants.

You recently became alarmed when reading the online reviews of the company. Several clients, most of whom have remained anonymous, have given high marks to the salespeople at ADAM'S,

but have expressed discontent with the tank experts that visit clients frequently. Reviews have stated that the tank experts are dressed sloppily, have inappropriate conversations with the business' clients, do not have a set routine arrival schedule and do not properly greet the clients before beginning work.

You want the negative reviews to be addressed immediately. You have asked the general manager (participant) to identify changes that can be made that will improve the customer experience and lead to positive reviews.

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. What is the best way to address the changes you've identified with our staff?
2. How should we advise our sales staff of these changes?
3. Should someone from the company respond to the critical online reviews?

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.

<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.



**BUSINESS SERVICES MARKETING SERIES,  
2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Communicate core values of a product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Develop rapport with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						