

**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Selling

**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. Explain the nature and scope of the selling function.
2. Explain the role of customer service as a component of selling relationships.
3. Explain key factors in building a clientele.
4. Identify a product/service's competitive advantage.
5. Explain factors affecting pricing decisions.

## **EVENT SITUATION**

You are to assume the role of general manager at MORGAN CAR WASH, a full-service car wash that is located in a city of 300,000 people. The owner of the company (judge) has asked you to identify types of businesses that could become clients of MORGAN CAR WASH and create a special pricing package for use in initiating the relationship.

MORGAN CAR WASH has provided the community with high-quality conveyor car washes for over a decade. Customers pay a flat rate, depending on service, and sit inside the vehicle as the conveyor steers the car through a rinse, intensive wash cycle, rinse and wax (if requested). Each vehicle exits the car wash with high velocity dryers aimed at the vehicle to help dry the exterior. Once out of the car wash, customers can either use the self-serve vacuums for no additional charge, or can pay for MORGAN CAR WASH employees to vacuum, dust and detail the vehicle's interior.

The pricing for MORGAN CAR WASH is as follows:

One time simple wash: \$5.99 (includes free vacuums)

One time wash with wax: \$8.99 (includes free vacuums)

One time wash with wax and detailed service: \$21.99

Unlimited simple wash: \$24.99/month

Unlimited wash with wax and detailed service: \$84.99/month

The owner of MORGAN CAR WASH (judge) is happy with the customer base from the community, but feels the business could be more successful if it gained business clients. The owner (judge) wants you to identify businesses that would have a need for frequent vehicle cleaning. Once you have chosen a business type to target, the owner (judge) wants you to create a pricing package for the targeted business. The owner (judge) wants the sales package to include frequency and pricing information for fleets.

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 sales 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 MORGAN CAR WASH, a full-service car wash that is located in a city of 300,000 people. You have asked the general manager (participant) to identify types of businesses that could become clients of MORGAN CAR WASH and create a special pricing package for use in initiating the relationship.

MORGAN CAR WASH has provided the community with high-quality conveyor car washes for over a decade. Customers pay a flat rate, depending on service, and sit inside the vehicle as the conveyor steers the car through a rinse, intensive wash cycle, rinse and wax (if requested). Each vehicle exits the car wash with high velocity dryers aimed at the vehicle to help dry the exterior. Once out of the car wash, customers can either use the self-serve vacuums for no additional charge, or can pay for MORGAN CAR WASH employees to vacuum, dust and detail the vehicle's interior.

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One time wash with wax and detailed service: \$21.99  
Unlimited simple wash: \$24.99/month  
Unlimited wash with wax and detailed service: \$84.99/month

You are happy with the customer base from the community, but feel the business could be more successful if it gained business clients. You want the general manager (participant) to identify businesses that would have a need for frequent vehicle cleaning. Once the general manager (participant) has chosen a business type to target, you want the general manager (participant) to create a pricing package for the targeted business. You want the sales package to include frequency and pricing information for fleets that will initiate a business relationship.

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. Is it ethical to offer business clients different rates than our regular clients?
2. What is the best way to communicate the new sales package to businesses?
3. Are there any potential negative consequences to gaining business clients?

Once the general manager (participant) has presented the sales package 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**

Selling

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the selling function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	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	
3.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify a product/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors affecting pricing decisions?	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>						