



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Product/Service Management

## **AUTOMOTIVE 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 demonstrate the 21<sup>st</sup> Century Skills and 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**

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- 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**

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- Describe factors used by businesses to position corporate brands.
- Describe factors used by marketers to position products/services.
- Identify product's/service's competitive advantage.
- Explain the nature of channel-member relationships.
- Build and maintain relationships with customers.

## EVENT SITUATION

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You are to assume the role of the director of brand management for PLATINUM MOTOR COMPANY, a leading manufacturer of automobiles. The vice president of operations (judge) wants your help in cutting 200 luxury dealerships.

PLATINUM MOTOR COMPANY is one of the oldest motor vehicle companies, starting business in 1903. The company sells a broad range of vehicles under the PLATINUM marque, plus sells an additional range of luxury vehicles under the DIAMOND marque and electric vehicles under the EMERALD marque. PLATINUM MOTOR COMPANY currently has 2,900 dealerships in the US, 550 DIAMOND dealerships and 495 EMERALD dealerships. In addition, PLATINUM has 1,000 dealerships across the nation that only sell previously owned vehicles, encompassing all marques.

PLATINUM MOTOR COMPANY has seen a decline in sales in DIAMOND dealerships across the nation. PLATINUM wanted DIAMOND to be accessible to as many markets as possible which is why there are 550 dealerships, significantly more than other premium brands. Other luxury brands have 300-400 dealerships and are only located in areas with high household incomes. PLATINUM has now decided to cut 200 of the lowest performing DIAMOND dealerships, hoping to make the luxury brand more exclusive.

The vice president of operations (judge) wants your help in working with the owners of the 200 DIAMOND dealerships that will be cut. The vice president of operations (judge) wants you to develop a plan to maintain working relationships with the 200 DIAMOND dealership owners that will be affected by the cut.

You will present the information to the vice president of operations (judge) in a role-play to take place in the vice president of operations' (judge's) office. The vice president of operations (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the vice president of operations' (judge's) questions, the vice president of operations (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

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You are to assume the role of the vice president of operations for PLATINUM MOTOR COMPANY, a leading manufacturer of automobiles. You want the director of brand management's (participant's) help in cutting 200 luxury dealerships.

PLATINUM MOTOR COMPANY is one of the oldest motor vehicle companies, starting business in 1903. The company sells a broad range of vehicles under the PLATINUM marque, plus sells an additional range of luxury vehicles under the DIAMOND marque and electric vehicles under the EMERALD marque. PLATINUM MOTOR COMPANY currently has 2,900 dealerships in the US, 550 DIAMOND dealerships and 495 EMERALD dealerships. In addition, PLATINUM has 1,000 dealerships across the nation that only sell previously owned vehicles, encompassing all marques.

PLATINUM MOTOR COMPANY has seen a decline in sales in DIAMOND dealerships across the nation. PLATINUM wanted DIAMOND to be accessible to as many markets as possible which is why there are 550 dealerships, significantly more than other premium brands. Other luxury brands have 300-400 dealerships and are only located in areas with high household incomes. PLATINUM has now decided to cut 200 of the lowest performing DIAMOND dealerships, hoping to make the luxury brand more exclusive.

You want the director of brand management's (participant's) help in working with the owners of the 200 DIAMOND dealerships that will be cut. You want the director of brand management (participant) to develop a plan to maintain working relationships with the 200 DIAMOND dealership owners that will be affected by the cut.

The participant will present information 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. Why is it important that we don't simply shut all 200 dealerships and end relationships with the owners?
2. Is it OK if the owners don't want to participate in the plan you created?

Once the director of brand management (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of brand management (participant) for the work.

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

## EVALUATION INSTRUCTIONS

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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 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 director 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 <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.



## AUTOMOTIVE SERVICES MARKETING SERIES 2024

### JUDGE'S EVALUATION FORM ICDC PRELIMINARY 1

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

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe factors used by businesses to position corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of channel-member relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build and maintain relationships with customers?	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>						