



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 21st 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 21st 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.

21st 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

- Identify product's/service's competitive advantage.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Explain the role of customer service as a component of selling relationships.
- Build and maintain relationships with customers.

EVENT SITUATION

You are to assume the role of the operations manager for OFFICE PLUS, an office supply retailer with 700 locations. The chief operations officer (judge) wants you to recommend another service partner that would bring additional customers into stores and determine how to encourage those customers to make OFFICE PLUS purchases.

OFFICE PLUS used to be the leader in office supply sales and printing. However, since office supplies are now available and less expensive at big box discount stores and on the world's largest online retailer's website, sales have plummeted.

In the past two years, OFFICE PLUS executives have partnered with three service providers and allowed them to have space within OFFICE PLUS store locations. First, the world's largest online retailer set up a return center at the majority of OFFICE PLUS locations that allows its customers to bring unwanted merchandise into OFFICE PLUS for a no-hassle return. Second, GO EXPRESS, a leading express delivery service, has a shipping center desk at each OFFICE PLUS location. Finally, in stores located in the USA, each store has a spot for the Transportation Security Administration (TSA) to administer appointments for TSA pre-check applications, for air travel passengers.

These additional service partners have brought many new people into OFFICE PLUS stores. The plan has been so effective, the chief operations officer (judge) wants you to identify another service provider that OFFICE PLUS could partner with that would bring in additional customers. The chief operations officer (judge) also wants you to determine how to encourage the service partner customers to make OFFICE PLUS purchases.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st 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

You are to assume the role of the chief operations officer for OFFICE PLUS, an office supply retailer with 700 locations. You want the operations manager (participant) to recommend another service partner that would bring additional customers into stores and determine how to encourage those customers to make OFFICE PLUS purchases.

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These additional service partners have brought many new people into OFFICE PLUS stores. The plan has been so effective, you want the operations manager (participant) to identify another service provider that OFFICE PLUS could partner with that would bring in additional customers. You also want the operations manager (participant) to determine how to encourage the service partner customers to make OFFICE PLUS purchases.

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. What is the biggest benefit to the potential partner to have space in our stores?
2. How should we promote a new partner to our customers and to the public?

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

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

EVALUATION INSTRUCTIONS

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 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.



BUSINESS SERVICES MARKETING SERIES 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Selling

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						