



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

AUTOMOTIVE 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

- Demonstrate a customer service mindset.
- Reinforce service orientation through communication.
- Determine ways of reinforcing the company's image through employee performance.
- Build and maintain relationships with customer.
- Communicate core values of product/service.

EVENT SITUATION

You are to assume the role of the director of sales at HILL COUNTRY AUTO SALES, a dealership that sells previously owned vehicles. The owner of the dealership (judge) wants you to determine how to best utilize the sales team's customer service skills in online sales.

HILL COUNTRY AUTO SALES has a team of 10 sales representatives. They work with customers to find the best used car for their budget and needs. The sales team works one on one with customers to determine needs, locate vehicles that match needs, facilitate test drives, negotiate pricing and close the sale. The owner (judge) is proud of HILL COUNTRY AUTO SALES' customer service.

A growing trend in most purchasing decisions is researching products online before making a purchase. Since the pandemic, shoppers have embraced making product purchases online, as well. This has also affected the auto sales industry. Nearly 54% of shoppers claim they prefer to research and complete the car buying process from the comfort of their homes.

In the past five years, several new online used car dealers have gained popularity. Shoppers can view available used cars from across the nation, ask the seller questions, purchase online and have it delivered to their homes.

The owner of HILL COUNTRY AUTO SALES (judge) is discouraged by the popularity of online used car companies because they do not offer the same level of customer service as an in-person sales team. The owner (judge) does understand the need to move to online sales, however, so the HILL COUNTRY AUTO SALES website is now equipped to handle online sales.

The owner (judge) wants you to determine how to incorporate the sales team into online sales to still provide HILL COUNTRY AUTO SALES' excellent customer service.

You will present the information 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 the information. After you have presented information and have answered the owner's (judge's) questions, the owner (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 owner of HILL COUNTRY AUTO SALES, a dealership that sells previously owned vehicles. You want the director of sales (participant) to determine how to best utilize the sales team's customer service skills in online sales.

HILL COUNTRY AUTO SALES has a team of 10 sales representatives. They work with customers to find the best used car for their budget and needs. The sales team works one on one with customers to determine needs, locate vehicles that match needs, facilitate test drives, negotiate pricing and close the sale. You are proud of HILL COUNTRY AUTO SALES' customer service.

A growing trend in most purchasing decisions is researching products online before making a purchase. Since the pandemic, shoppers have embraced making product purchases online, as well. This has also affected the auto sales industry. Nearly 54% of shoppers claim they prefer to research and complete the car buying process from the comfort of their homes.

In the past five years, several new online used car dealers have gained popularity. Shoppers can view available used cars from across the nation, ask the seller questions, purchase online and have it delivered to their homes.

You are discouraged by the popularity of online used car companies because they do not offer the same level of customer service as an in-person sales team. You do understand the need to move to online sales, however, so the HILL COUNTRY AUTO SALES website is now equipped to handle online sales.

You want the director of sales (participant) to determine how to incorporate the sales team into online sales to still provide HILL COUNTRY AUTO SALES' excellent customer service.

The participant will present information to you in a role-play to take place at the dealership. 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 are online vehicle purchases more popular than in-person?
2. What type of training will we need to provide the sales team?

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



AUTOMOTIVE SERVICES MARKETING SERIES 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Reinforce service orientation through communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	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	
4.	Build and maintain relationships with customer?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	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						