



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

FOOD 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 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

1. Explain the nature of positive customer relations.
2. Interpret business policies to customers/clients.
3. Develop rapport with customers.
4. Explain factors that influence customer/client/business buying behavior
5. Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of general manager at a new location of TOWN FOODS, a local grocery store in a city of 300,000 people. The owner of TOWN FOODS (judge) has asked you to create policies for neighboring high school students and determine ways the store can welcome and encourage the students to purchase merchandise at TOWN FOODS.

TOWN FOODS is a popular local grocery store. The store has been in business for over 100 years and consistently beats the national chains and big box retailers in the area in customer service rankings. The owner of TOWN FOODS (judge) decided to open a second location and it is set to open on January 1st. The new location will be open from 6:00AM – Midnight.

The second TOWN FOODS is in a new shopping center that features a fast food restaurant, a dry cleaner, an urgent care health clinic and a fitness center. Across the street from the shopping center is a high school. The high school educates approximately 2,000 students in 9th, 10th, 11th and 12th grades. The 11th and 12th graders at the high school have an open lunch hour, giving those students the option of leaving campus during the 40-minute lunch period. That translates to roughly 1,000 students free to leave the school during different lunch periods between 11:00AM and 1:30PM.

The owner (judge) is worried that many high school students inside TOWN FOODS could lead to overcrowding. The owner (judge) is also worried that students with backpacks could be inclined to shoplift. However, the owner (judge) also wants the high school students to feel welcome at TOWN FOODS and to purchase items for lunch or after school snacks.

The owner (judge) has asked you to create policies and procedures for the 11:00AM – 1:30PM lunch crowds that will ensure safety and security. The owner (judge) also wants you to determine ways to welcome and encourage high school students to shop at TOWN FOODS.

You will present your recommendations 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 recommendations 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. 21st 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 TOWN FOODS, a local grocery store in a city of 300,000 people. You have asked the general manager of a new location (participant) to create policies for neighboring high school students and determine ways the store can welcome and encourage the students to purchase merchandise at TOWN FOODS.

TOWN FOODS is a popular local grocery store. The store has been in business for over 100 years and consistently beats the national chains and big box retailers in the area in customer service rankings. You decided to open a second location and it is set to open on January 1st. The new location will be open from 6:00AM – Midnight.

The second TOWN FOODS is in a new shopping center that features a fast food restaurant, a dry cleaner, an urgent care health clinic and a fitness center. Across the street from the shopping center is a high school. The high school educates approximately 2,000 students in 9th, 10th, 11th and 12th grades. The 11th and 12th graders at the high school have an open lunch hour, giving those students the option of leaving campus during the 40-minute lunch period. That translates to roughly 1,000 students free to leave the school during different lunch periods between 11:00AM and 1:30PM.

You are worried that many high school students inside TOWN FOODS could lead to overcrowding. You are also worried that students with backpacks could be inclined to shoplift.

However, you also want the high school students to feel welcome at TOWN FOODS and to purchase items for lunch or after school snacks.

You have asked the general manager of the new location (participant) to create policies and procedures for the 11:00AM – 1:30PM lunch crowds that will ensure safety and security. You also want the general manager (participant) to determine ways to welcome and encourage high school students to shop at TOWN FOODS.

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. Will the policies and procedures designed for high school students affect the general public?
2. Will the policies and procedures designed for high school students be in effect before and after school, or just during lunch?
3. What's the best method to communicate the policies and procedures with the high school students coming into the store?

Once the general manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the general (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.

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.



FOOD MARKETING SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM

I.D. Number: _____

INSTRUCTIONAL AREA

Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	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.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify product's/service's competitive advantage?	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						