

Apparel and Accessories Marketing

Individual Series Events

DECA Images
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DECA Images

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PREPARATION

In order for DECA members to realize success in competition, DECA advisors are encouraged to carefully plan curriculum which will contribute to student success in the competency based competitive events and to provide real world experiences specifically necessary in the occupational area for which the student has a career interest.

Competency based competitive events are intended to be a motivational tool used by the DECA advisor to encourage student learning. The success of the member's participation in competency based competitive events directly relates to the experiences (s)he has gained in the classroom and / or at the training station.

As the local, district, state or international competitive event approaches, the advisors are encouraged to further prepare the competitor in tasks such as the following:

Prepare yourself mentally.

The competitor should get sufficient sleep the night before competition so that (s)he will be mentally alert and able to concentrate on the activities.

Dress appropriately.

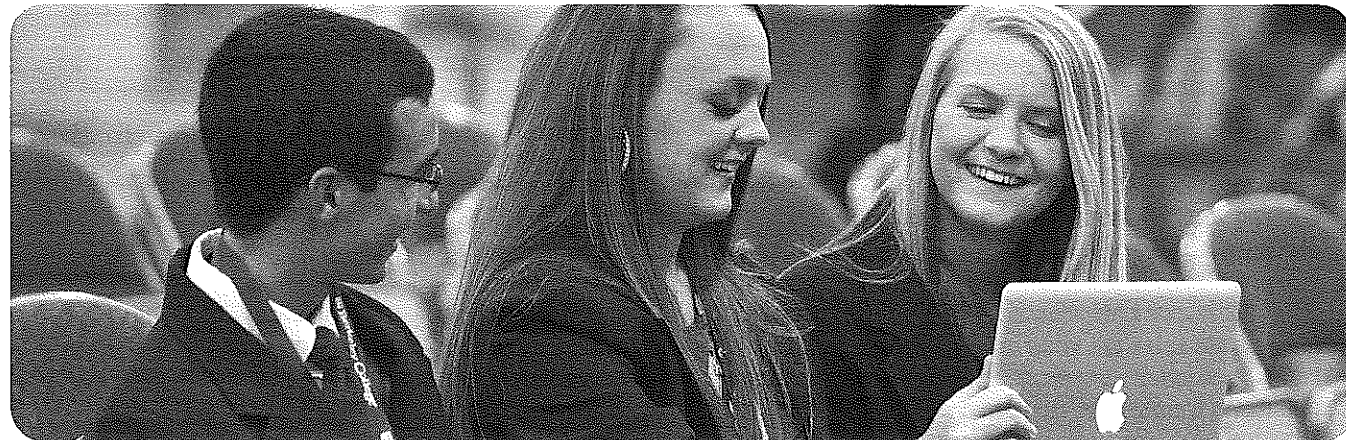
Professional dress should be worn to all conference sessions. Please note: Competitors at the ICDC must wear an official DECA blazer during interaction with the judges. Official DECA blazers are sold through DECA Images.

Follow the program agenda.

Competitors should carefully follow the program agenda provided at the conference. (S)he should locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.

Use preparation time wisely.

Competitors should take advantage of the time provided for each activity of the event. During the written tests, the competitor should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for role play events, competitors should use all the time allotted constructively.



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Pricing

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the pricing function.
2. Explain the use of technology in the pricing function.
3. Explain factors affecting pricing decisions.
4. Identify components of the retail image.
5. Explain company selling policies.

EVENT SITUATION

You are to assume the role of manager of CLAYBORN JEWELERS, a full service jewelry retailer. The owner (judge) has asked for your analysis of a long-time pricing strategy used in the stores.

Since 1952, CLAYBORN JEWELERS has been selling platinum, 14- and 18-karat gold jewelry, diamonds, watches, and bridal and anniversary lines. Beginning its third generation of family ownership and operation, CLAYBORN'S has earned the reputation of offering the finest jewelry with unsurpassed personal service. In fact, CLAYBORN JEWELERS has been recognized many times in the "outstanding retailer" category in the annual *Best Of* edition of a local city publication.

From the very beginning, the pricing philosophy of CLAYBORN'S has never changed. The founder, Henry Clayborn believed in a one-price policy for all the merchandise in his store. Clayborn priced everything low with the belief that every customer should pay the same price for the same merchandise all the time. Henry used to like to say "the price is the price". In fact, a sign hangs in all three CLAYBORN JEWELERS which reads: *Don't ask about a sale, there won't be one.*

Occasionally the one-price policy resulted in some customers leaving and going elsewhere to buy their jewelry; but usually, CLAYBORN got the sale. The next two generations of Clayborn family owners have continued with the same pricing strategy today.

However, within the past couple of years, the owner (judge) has noticed a growing trend of customers coming into the store with a specific product and price already in mind. The owner (judge) believes that national online jewelers are responsible for this trend. The result is that customers are walking out of CLAYBORN'S in far greater numbers than ever before.

The owner (judge) has requested a meeting with you to obtain your analysis of the long-time pricing policy of CLAYBORN JEWELERS. Specifically:

- Identify the advantages to the customer and the business of continuing with the one-price policy.
- Since more customers are comparing products and prices on the Internet; is there an opportunity to make that work to CLAYBORN'S advantage?
- Identify the advantages and disadvantages of CLAYBORN JEWELERS changing to a negotiable pricing strategy.
- Provide a recommendation of either keeping the one-price policy or changing to a negotiable pricing strategy.

You will present your analysis and 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 and have answered the owner's (judge's) questions, the owner 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. 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 CLAYBORN JEWELERS, a full-service jewelry retailer. You have asked your manager (participant) for an analysis of a long-time pricing strategy used in the stores.

Since 1952, CLAYBORN JEWELERS has been selling platinum, 14- and 18-karat gold jewelry, diamonds, watches, and bridal and anniversary lines. CLAYBORN has earned the reputation of offering the finest jewelry with unsurpassed personal service. In fact, CLAYBORN JEWELERS has been recognized many times in the "outstanding retailer" category in the annual *Best Of* edition of a local city publication.

From the very beginning, the pricing philosophy of CLAYBORN'S has never changed. The founder, Henry Clayborn believed in a one-price policy for all the merchandise in his store. Henry used to like to say "the price is the price". In fact, a sign hangs in all three CLAYBORN JEWELERS which reads: *Don't ask about a sale, there won't be one.*

Occasionally the one-price policy resulted in some customers leaving and going elsewhere to buy their jewelry; but usually, CLAYBORN got the sale. The succeeding generations of Clayborn family owners have continued with the same pricing strategy.

However, within the past couple of years, you have noticed a growing trend of customers coming into

**JUDGE'S EVALUATION FORM
AAM**



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Operations

DID THE PARTICIPANT:

1. Explain the nature and scope of the pricing strategy?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain the nature and scope of the pricing strategy were inadequate or weak.	Adequately explained the nature and scope of the pricing strategy.	Effectively explained the nature and scope of the pricing strategy.	Very effectively explained the nature and scope of the pricing strategy.

2. Explain the use of technology in the pricing function?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain the use of technology in the pricing function were weak.	Adequately explained the use of technology in the pricing function.	Effectively explained the use of technology in the pricing function.	Very effectively explained the use of technology in the pricing function.

3. Explain factors affecting pricing decisions?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain factors affecting pricing decisions were inadequate or weak.	Adequately explained factors affecting pricing decisions.	Effectively explained factors affecting pricing decisions.	Very effectively explained factors affecting pricing decisions.

4. Identify components of a retail image?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to identifying components of a retail image were inadequate or weak.	Adequately identified components of a retail image.	Effectively identified components of a retail image.	Very effectively identified components of a retail image.

5. Explain company selling policies?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2, 3, 4, 5	6, 7, 8, 9, 10, 11	12, 13, 14, 15	16, 17, 18
Attempts to explain company selling policies were weak.	Adequately explained company selling policies.	Effectively explained company selling policies.	Very effectively explained company selling policies.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1, 2	3, 4, 5	6, 7, 8	9, 10
Demonstrated few skills; could not answer the judge's questions.	Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Demonstrated the specified skills; answered the judge's questions effectively.	Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the importance of merchandising to retailers.
2. Devise/Enact merchandise security measures to minimize inventory shrinkage.
3. Maintain displays.
4. Explain employee's role in expense control.
5. Explain policies/procedures for handling shoplifters.

Judge's Initials _____

TOTAL SCORE _____

EVENT SITUATION

You are to assume the role of assistant manager of BUCK'S LEATHER, a chain of retail leather stores. Your store manager (judge) has asked for your recommendations to prevent a form of retail theft.

BUCK'S LEATHER operates a chain of twenty-five retail leather stores. Featuring high-end jackets, vests, shoes, belts, handbags, and gloves; the chain targets fashion-forward males and females under the age of thirty-five. Given the chic nature of the merchandise, it is not surprising that all stores are found in upscale shopping districts with most BUCK'S LEATHERS being located in malls. Your store is located in a regional mall, *The Plaza*.

This morning your store received an operational alert sent out by the corporate office to all BUCK'S LEATHER stores. The alert warned of a recent retail theft incident that occurred at another BUCK'S LEATHER location. A technique labeled the "grab and dash" was described as where a shoplifter grabs an armful of hanging items displayed at the store entrance and sprints through the mall. Waiting outside the nearest mall entrance is an accomplice in a car who then drives the shoplifter and the merchandise away. This one incident resulted in the loss of nearly \$2,000 of merchandise at retail value.

Your store manager (judge) plans to call a store meeting in the next few days to inform all employees about the "grab and dash" technique. In preparation for that meeting, the manager has requested to meet with you to obtain your recommendations to reduce the likelihood of an incident like this happening in your store. Specifically:

- Explain the importance of merchandising to BUCK'S LEATHER.
- Explain why the "grab and dash" is a shoplifter technique that could possibly be attempted at a retailer such as BUCK'S LEATHER.
- List and explain preventive strategies that may serve to deter shoplifters from attempting to use the "grab and dash" at your store.
- Explain what store employees should do if they see a "grab and dash" occur.

You will present to the store manager (judge) in a role-play to take place in the manager's office. The manager will begin the role-play by greeting you and asking to hear your ideas. After you have presented and have answered the manager's questions, the manager 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. 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 store manager of BUCK'S LEATHER, a chain of retail leather stores. You have asked your assistant manager (participant) for recommendations to prevent a form of retail theft.

BUCK'S LEATHER operates a chain of twenty-five retail leather stores. Featuring high-end jackets, vests, shoes, belts, handbags, and gloves; the chain targets fashion-forward males and females under the age of thirty-five. Given the chic nature of the merchandise, it is not surprising that all stores are found in upscale shopping districts with most BUCK'S LEATHERS being located in malls. Your store is located in a regional mall, *The Plaza*.

This morning your store received an operational alert sent out by the corporate office to all BUCK'S LEATHER stores. The alert warned of a recent retail theft incident that occurred at another BUCK'S LEATHER location. A technique labeled the "grab and dash" was described as where a shoplifter grabs an armful of hanging items displayed at the store entrance and sprints through the mall. Waiting outside the nearest mall entrance is an accomplice in a car who then drives the shoplifter and the merchandise away. This one incident resulted in the loss of nearly \$2,000 of merchandise at retail value.

JUDGE'S EVALUATION FORM
AAM



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Product/Service Management

DID THE PARTICIPANT:

1. Explain the importance of merchandising to retailers?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining the importance of merchandising to retailers were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained the importance of merchandising to retailers.	Meets Expectations 12, 13, 14, 15 Effectively explained the importance of merchandising to retailers.	Exceeds Expectations 16, 17, 18 Very effectively explained the importance of merchandising to retailers.
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2. Devise/Enact merchandise security measures to minimize inventory shrinkage?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at devising/enacting merchandise security measures to minimize inventory shrinkage were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately devised/enacted merchandise security measures to minimize inventory shrinkage.	Meets Expectations 12, 13, 14, 15 Effectively devised/enacted merchandise security measures to minimize inventory shrinkage.	Exceeds Expectations 16, 17, 18 Very effectively devised/enacted merchandise security measures to minimize inventory shrinkage.
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3. Maintain displays?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at maintaining displays were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately maintained displays.	Meets Expectations 12, 13, 14, 15 Effectively maintained displays.	Exceeds Expectations 16, 17, 18 Very effectively maintained displays.
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4. Explain employee's role in expense control?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining the employee's role in expense control were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained the employee's role in expense control.	Meets Expectations 12, 13, 14, 15 Effectively explained the employee's role in expense control.	Exceeds Expectations 16, 17, 18 Very effectively explained the employee's role in expense control.
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5. Explain policies/procedures for handling shoplifters?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining policies/procedures for handling shoplifters were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained policies/procedures for handling shoplifters.	Meets Expectations 12, 13, 14, 15 Effectively explained policies/procedures for handling shoplifters.	Exceeds Expectations 16, 17, 18 Very effectively explained policies/procedures for handling shoplifters.
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6. Overall impression and response to the judge's questions.

Little/No Value 0, 1, 2 Demonstrated few skills; could not answer the judge's questions.	Below Expectations 3, 4, 5 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Meets Expectations 6, 7, 8 Demonstrated the specified skills; answered the judge's questions effectively.	Exceeds Expectations 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Evaluate vendor's merchandise.
2. Determine customer/client needs.
3. Identify components of a retail image.
4. Explain business ethics in product/service management.
5. Choose vendors.

Judge's Initials _____

TOTAL SCORE _____

EVENT SITUATION

You are to assume the role of vice-president of marketing for THE DEEP END, a chain of retail clothing stores. The president (judge) has asked for your recommendation on a possible addition to the store's merchandise offerings.

THE DEEP END is a chain of trendy retail clothing stores targeted to both males and females ages 18-24. Formed in 1997, THE DEEP END sells its products from forty-eight mall locations as well as online. Ninety percent of sales are from the brick and mortar stores. The product line has been described as daring, cutting-edge and even "in-your-face". Merchandise includes jeans, outerwear, tops, sweaters, skirts, underwear, fragrances, and even flip-flops. The brands carried are a mix of popular designers as well as the chain's house brand.

For years, critics have accused THE DEEP END of being provocative and sexually suggestive in some of its styles and designs. The retailer responds that fashion is constantly changing and "we're just giving our customers what they want".

Last week, your buyer was approached by a representative from an online business that has quickly become controversial because of its latest line of t-shirts and tanks. The tops carry not-so-subtle messages which contain obscenities and sexually explicit language. School administrators who have seen the tops have immediately banned students from wearing them. Parent groups have also aggressively spoken out against the tops. The tops have even been a topic of discussion on some daytime television talk shows.

While the tops have not been popular with parents and school officials, they have generated a lot of sales in addition to controversy. The sales rep from the online business told THE DEEP END'S buyer that the tops would be "just perfect for your store's customers and image".

The buyer for THE DEEP END has spoken with the president (judge) about the new line of tops being considered, and has stated that they are indeed as controversial as described. However, THE DEEP END'S target customers are adults and maybe they should have the right to decide for themselves on whether to buy the tops or not. The president (judge) has requested to meet with you to obtain your analysis and recommendation on the t-shirts and tank tops. Specifically:

- List and explain the advantages and disadvantages of going ahead and purchasing the t-shirts and tanks.
- State the potential consequences which could result from purchasing and not purchasing the tops.
- Give your recommendation whether to purchase or not purchase the tops and provide your rationale.

You will present your ideas and recommendation to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented and have answered the president's (judge's) questions, the president (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:

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3. Event Situation
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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 president of THE DEEP END, a chain of retail clothing stores. You have asked your vice-president of marketing (participant) for a recommendation regarding a possible addition to the store's merchandise offerings.

THE DEEP END is a chain of trendy retail clothing stores targeted to both males and females ages 18-24. Formed in 1997, THE DEEP END sells its products from forty-eight mall locations as well as online. Ninety percent of sales are from the brick and mortar stores. The product line has been described as daring, cutting-edge and even "in-your-face". Merchandise includes jeans, outerwear, tops, sweaters, skirts, underwear, fragrances, and even flip-flops. The brands carried are a mix of popular designers as well as the chain's house brand.

For years, critics have accused THE DEEP END of being provocative and sexually suggestive in some of its styles and designs. The retailer responds that fashion is constantly changing and "we're just giving our customers what they want".

Last week, your buyer was approached by a representative from an online business that has quickly become controversial because of its latest line of t-shirts and tanks. The tops carry not-so-subtle messages which contain obscenities and sexually explicit language. School administrators who have seen the tops have immediately banned students from wearing them. Parent groups have also

JUDGE'S EVALUATION FORM
AAM

DID THE PARTICIPANT:

1. Evaluate vendor's merchandise?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at evaluating the vendor's merchandise were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately evaluated the vendor's merchandise.	Meets Expectations 12, 13, 14, 15 Effectively evaluated the vendor's merchandise.	Exceeds Expectations 16, 17, 18 Very effectively evaluated the vendor's merchandise.
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2. Determine customer/client needs?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at determining customer/client needs were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately determined customer/client needs.	Meets Expectations 12, 13, 14, 15 Effectively determined customer/client needs.	Exceeds Expectations 16, 17, 18 Very effectively determined customer/client needs.
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3. Identify components of a retail image?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at identifying the components of a retail image were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately identified components of a retail image.	Meets Expectations 12, 13, 14, 15 Effectively identified components of a retail image.	Exceeds Expectations 16, 17, 18 Very effectively identified components of a retail image.
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4. Explain business ethics in product/service management?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at explaining business ethics in product/service management were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately explained business ethics in product/service management.	Meets Expectations 12, 13, 14, 15 Effectively explained business ethics in product/service management.	Exceeds Expectations 16, 17, 18 Very effectively explained business ethics in product/service management.
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5. Choose vendors?

Little/No Value 0, 1, 2, 3, 4, 5 Attempts at choosing vendors were inadequate or weak.	Below Expectations 6, 7, 8, 9, 10, 11 Adequately chose vendors.	Meets Expectations 12, 13, 14, 15 Effectively chose vendors.	Exceeds Expectations 16, 17, 18 Very effectively chose vendors.
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6. Overall impression and response to the judge's questions.

Little/No Value 0, 1, 2 Demonstrated few skills; could not answer the judge's questions.	Below Expectations 3, 4, 5 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	Meets Expectations 6, 7, 8 Demonstrated the specified skills; answered the judge's questions effectively.	Exceeds Expectations 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.
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Judge's Initials _____

TOTAL SCORE _____



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Selling / Customer Relations

APPAREL AND ACCESSORIES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

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4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature and scope of the selling function.
2. Adapt communication to the cultural and social differences among clients.
3. Determine customer/client needs.
4. Handle difficult customers.
5. Determine ways of reinforcing the company's image through employee performance.