



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

Selling

AUTOMOTIVE SERVICES 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 role of customer service as a component of the selling relationship
2. Explain the selling process
3. Explain the role of ethics in product/service management
4. Discuss motivational theories that impact buying behavior
5. Demonstrate a customer service mindset

EVENT SITUATION

You are to assume the role of **Customer Service Manager** of **All-Star Auto Parts** store, a large automotive retail store in a mid-sized market. The **Owner** (judge) has asked you to “re-train” the counter employees due to issues with customer service and sales.

Over the past six to twelve months, **All-Star Auto Parts** has gained a large number of new customers, especially on the weekends. Normally this would be a great situation. Unfortunately, current employees have noticed many of the new customers know little about the parts they need. Many of these new customers are people who want to try to work on their vehicles or a friend’s vehicle in their spare time. Some employees have been ignoring them to help “regular” customers when it is busy. Most employees do not want to spend the time determining the new customer’s needs. This has caused some people to leave and others to argue with employees about their service practices. Also, the employees are mad because they feel if they spend all their time with what they call “Automotive Weekend Warriors,” the primary market regulars will not get the service they deserve.

The Owner (judge) would like you to come up with the following:

- A method(s) for all employees to greet and prioritize customers
- Some specific ways for the employees to determine customer needs
- A service incentive for the employee who does the best job each month with new customers (keeping in mind the regular customers)

You will present your service and selling upgrade ideas to the Owner (judge) in their office. The Owner (judge) will begin the role play by greeting you and asking to hear your ideas. After you 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. 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 **All-Star Auto Parts** store, a large automotive retail store in a mid-sized market. You have decided to meet with your **Customer Service Manager** (participant) and discuss their ideas to “re-train” the employees focusing on determining the customer's needs, treating all customers well, and getting the employees to work together with the same service philosophy.

Over the past six to twelve months, All-Star Auto Parts has gained a large number of new customers, especially on the weekends. Normally this would be a great situation. Unfortunately, current employees have noticed many of the new customers know little about the parts they need. Many of these new customers are people who want to try to work on their vehicles or a friend's vehicle in their spare time. Some employees have been ignoring them to help “regular” customers when it is busy. Most employees do not want to spend the time determining the new customer's needs. This has caused some people to leave and others to argue with employees about their service practices. Also, the employees are mad because they feel if they spend all their time with what they call “Automotive Weekend Warriors” the primary market regulars will not get the service they deserve.

You, the Owner (judge) would like the Customer Service Manager (participant) to come up with the following:

- A method(s) for all employees to greet and prioritize customers
- Some specific ways for the employees to determine customer needs
- A service incentive for the employee who does the best job each month with new customers (keeping in mind the regular customers)

The participant will present their service and selling upgrade ideas to you in a role-play to take place in your office. You will begin the role play by greeting the Customer Service Manager (participant) and asking to hear their ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How will we be able to evaluate if our new training plan is working correctly?

Possible answers:

- *Customer surveys (In-house, on-line, mail, etc.)*
- *Question customers after a period of time*
- *Compare sales figures for sales volume and number of customers (monthly or quarterly)*

2. Won't the "regulars" feel left out if they find out about the employee incentive program to help the "new" customers?

Possible answers:

- *Communicating with current customers*
- *Reward plans that are within a reasonable budget*

3. Will there be any consequences if the employees don't use the new customer service system?

Possible answers:

- *Employee meeting(s)*
- *Employee Evaluations (Positives/negatives)*

Once the Customer Service Manager (participant) has finished and answered your questions, you will conclude the role-play by thanking them 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.



AUTOMOTIVE SERVICES SERIES, 2015

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

**INSTRUCTIONAL AREA: Product/Service Management
Selling**

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS						
1.	Explain the role of customer service as a component of the selling relationship	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the selling process	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the role of ethics in product/service management	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Discuss motivational theories that impact buying behavior	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Demonstrate a customer service mindset	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						