



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Market Planning and Product/Service
Management

AUTOMOTIVE SERVICES 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 concept of market and market information
2. Identify company's unique selling proposition
3. Explain the nature of sales forecasts
4. Identify product opportunities
5. Explain the concept of product mix

EVENT SITUATION

You are to assume the role of **Sales Manager** of **City Center Auto Sales**. Your small used car dealership has been selling newer (one to three years old) quality vehicles since 1970. The new owner (judge), Mr./Miss Kelly Fanning has asked you to meet with them about the current mix of inventory for sale on the lot.

City Center Auto is located in the downtown of a mid-sized city of 108,000. The city has a couple of small suburbs attached and is surrounded by rural area within ten miles of the dealership.

The founder of the dealership (Mr. Ed Johnson) has just sold the dealership to the new owner Mr./Miss Kelly Fanning (the judge). Mr. Johnson built a quality dealership for over forty years by selling mid-sized, mid-priced cars targeted to the downtown business people. There are a total of over sixty vehicle dealerships in the city area but only ten of them are direct competition for City Centers current market. The past three year's sales have been very flat but they haven't been "bad". The current mix of inventory that the dealership usually carries is:

- 80% mid-sized, mid-priced autos
- 10% Compact and Sub-compact autos
- 10% Trucks and SUVs

You have been looking at local dealership sales reports for the past year and the "Top 20" types of area vehicles sold include:

- 8 Types of mid-size cars
- 6 Types of Pick-up trucks
- 4 Types of Compacts/Subcompacts
- 2 Types of SUVs

Mr./Miss Kelly Fanning, The new owner (the judge), has asked your opinion and ideas for the product mix to use for the next six months to a year. The new owner wants you to take into account markets, product opportunities, past image and sales information.

You will explain your mix of projected inventory, target markets, and the reasons for the mix. This role play will take place in the owner's (judge) office. The judge will begin the role play by greeting you and asking to hear your ideas. After you have answered the owners (judge), 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 Mr./Miss Kelly Fanning and are to assume the role of the new owner of City Center Auto Sales. You have just purchased the small dealership from Mr. Ed Johnson. Mr. Johnson started and owned the dealership for over forty years. You have asked your sales manager (student) to meet with you for ideas on the current and future inventory mix your dealership has on the lot.

City Center Auto is located in the downtown of a mid-sized city of 108,000. The city has a couple of small suburbs attached and is surrounded by rural area within ten miles of the dealership.

The founder of the dealership (Mr. Ed Johnson) has just sold the dealership to you. Mr. Johnson built a quality dealership for over forty years by selling mid-sized, mid-priced cars targeted to the downtown business people. There are a total of over sixty vehicle dealerships in the city area but only ten of them are direct competition for City Centers current market.

The past three year's sales have been very flat but they haven't been "bad". The current mix of inventory that the dealership usually carries is:

- 80% mid-sized, mid-priced autos
- 10% Compact and Sub-compact autos
- 10% Trucks and SUVs

The sales manager (student) has been looking at local dealership sales reports for the past year and the "Top 20" types of area vehicles sold include:

- 8 Types of mid-size cars
- 6 Types of Pick-up trucks
- 4 Types of Compacts/Subcompacts
- 2 Types of SUVs

You have asked for opinions and ideas for the product mix to use for the next six months to a year. You want them to take into account markets, product opportunities, past image, and sales information.

The participant will explain 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. Why should we make any changes to a pretty successful business?
 - a. *Possible Solutions:*
 - i. *We have established a strong primary/core market but we are weak in secondary/tertiary markets*
 - ii. *Our "flat sales" for three years may mean we need to create interest in our "old" dealership. We don't have to change everything, just make quality adjustments*
2. We are a small dealership. What types of vehicles will we have to eliminate if we make changes?
 - a. *Possible Solutions:*
 - i. *They should give the % or the #'s of items to be changed*
 - ii. *They may give a diagram or list to emphasize certain main products or new items that are replacing them*

After the sales manager (student) has answered your (judge's) questions, you (judge) will conclude the meeting by thanking him/her for his/her 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 MARKETING
SERIES, 2016**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA: MARKET PLANNING AND
PRODUCT/SERVICE MANAGEMENT**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market information	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Identify company's unique selling proposition	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the nature of sales forecasts	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Identify product opportunities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain the concept of product mix	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						