



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management & Operations

AUTOMOTIVE SERVICES MARKETING 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. Coordinate activities with those of other departments
2. Explain new product-development processes
3. Communicate core values of product/service
4. Identify product's/service's competitive advantage
5. Apply marketing analytics

EVENT SITUATION

You are the GENERAL MANAGER of a local car dealership, DECAR MOTORS. You will be meeting with a member of your Sales Department, Mr./Ms. Hammond (judge) to give a brief overview of iVehicle, an online marketing service being used by the Marketing Department to promote dealership inventory. The purpose of today's meeting with Mr./Ms. Hammond is to introduce them to the iVehicle marketing tool, and to prepare the Sales Department for a training session with the Marketing Department next week to assist with the online listings.

Statistics show that over 75% of new and used car buyers use the internet to lead them to the dealership, and in most cases the specific vehicle they wish to purchase. In light of this information, you are purchasing this new iVehicle product to maximize marketing online strategies.

For your meeting with Mr./Ms. Hammond, you will use the following information and personal knowledge to provide an overview of the new iVehicle product:

- iVehicle is a syndicated internet listing service. Decar pays for the iVehicle subscription service. The value of this syndicated service is maximizing reach with less effort and greater financial efficiency.
- Statistics show that many dealers are moving marketing dollars from traditional media buys (TV, radio and print) to online.
- iVehicle has detailed marketing guidelines for listing and posting vehicles, including photo angles, vehicle specific descriptions, price and other do's and don'ts.
- The dealership is responsible for uploading information on the vehicles for sale, such as photos, descriptions, price, mileage, etc. Once the information is uploaded, iVehicle positions the listings to a variety of online car shopping sites, such as cartrades.com, carmax.com, autotrade.com, etc.
- The goal of the site is to reach many potential buyers and direct them to shop Decar Motors.

The Marketing Department will develop the listing specifics by working closely with the Sales Department in order to turn an online search into a dealership test drive. The purpose of the syndicated listing service is to present a value proposal that will cause the consumer to take action and engage with dealers. In addition, Decar will be able to measure, manage and analyze listing performance by utilizing the iVehicle analytics search results reports in order to maximize effectiveness and optimize ROI. For example, the number of times the listing drives a shopper to click into the vehicle detail page.

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In order to develop a competitive edge, there is a need to study Decar's website and evaluate their current listings, and everyone in the Sales Department will be sent an evaluation form to use to evaluate these listings. The form will cover areas like vehicle descriptions, photos and pricing. This information will assist the Marketing Department in fine tuning the listings to be promoted through iVehicle.

You will meet with Mr./Ms. Hammond (judge) in the dealership conference room. You will begin the meeting by greeting him/her and starting the presentation. At the conclusion of your presentation, you will direct Mr./Ms. Hammond to study the Decar Motors dealership website and evaluate the current listings. After you have answered his/her questions, you will conclude the meeting by thanking them for their time.

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 a SALESPERSON in the Sales Department at DECAR MOTORS, a local car dealership. The General Manager (participant) has called a meeting with the Sales Department to give a brief overview of iVehicle, an online marketing service being used by the Marketing Department to promote dealership inventory. The purpose of today's meeting with you is to introduce the iVehicle marketing tool, and to prepare the Sales Department for a training session with the Marketing Department next week to assist with the online listings. You (judge) personally have not heard of this online marketing service before.

Statistics show that over 75% of new and used car buyers use the internet to lead them to the dealership and, in most cases, the specific vehicle they wish to purchase. In light of this information, the General Manager (participant) will be purchasing this new iVehicle product to maximize marketing online strategies.

For the meeting today, the General Manager (participant) will use the following information and personal knowledge to provide an overview of the new iVehicle product:

- iVehicle is a syndicated internet listing service. Decar pays for the iVehicle subscription service. The value of this syndicated service is maximizing reach with less effort and greater financial efficiency.
- Statistics show that many dealers are moving marketing dollars from traditional media buys (TV, radio and print) to online.
- iVehicle has detailed marketing guidelines for listing and posting vehicles, including photo angles, vehicle specific descriptions, price and other do's and don'ts.
- The dealership is responsible for uploading information on the vehicles for sale, such as photos, descriptions, price, mileage, etc. Once the information is uploaded, iVehicle positions the listings to a variety of online car shopping sites. (cartrades.com, carmax.com, autotrader.com, etc.)
- The goal of the site is to reach many potential buyers and direct them to shop at Decar Motors.

The Marketing Department will develop the listing specifics by working closely with the Sales Department in order to turn an online search into a dealership test drive. The purpose of the syndicated listing service is to present a value proposal that will cause the consumer to take action and engage with dealers. In addition, Decar will be able to measure, manage and analyze listing performance by utilizing the iVehicle analytics search results reports in order to maximize effectiveness and optimize ROI. For example, the number of times the listing drives a shopper to click into the vehicle detail page.

In order to develop a competitive edge, there is a need to study Decar's website and evaluate their current listings, and everyone in the Sales Department will be sent an evaluation form to use to evaluate these listings. The form will cover areas like vehicle descriptions, photos and pricing. This information will assist the Marketing Department in fine tuning the listings to be promoted through iVehicle.

At the conclusion of your meeting with the General Manager (participant), they should direct you to study the Decar Motors dealership website and evaluate current listings. The General Manager will send you an evaluation form to complete that will include evaluating vehicle photos, descriptions and pricing.

Here are some suggestions as to what to look for regarding the Performance Indicators:

Coordinate activities with those of other departments:

- Participant discussed the importance of Marketing and Sales Departments working together.

Explain new product-development processes:

- Participant described the features and benefits of iVehicle services.
- Participant identified the process of developing the listings, uploading, etc.

Communicate core values of product/service:

- Participant described the value of reaching multiple listing sites through iVehicle.
- Participant identified the value of reach and financial efficiency.
- Participant communicated the reasons for consumers to take action and engage with dealers

Identify product's/service's competitive advantage:

- Participant identified the iVehicle marketing guidelines for listings, including the ability to list on multiple sites through one source.
- Participant stated that this is more cost effective than traditional media buys.

Apply marketing analytics:

- Participant explained that search result reports can be used to measure, manage and analyze listing performance to maximize effectiveness and optimize ROI.

You are meeting with the General Manager (participant) in the dealership conference room. The General Manager will greet you and begin the presentation. At the conclusion of your presentation you will direct Mr./Ms. Hammond to study the Decar Motors dealership website and evaluate the current listings.

Judge Questions/Possible Solutions

After the General Manager (participant) has concluded the presentation and asked you to evaluate the website and current listings, you will ask the following questions of each participant:

1. What is the purpose of evaluating our own website?
 - a. *Possible Solution: Make sure our listings are up to date. Make sure our listings are accurate. Evaluate the appeal of the listings. You are the experts, you know the vehicles.*
2. When we evaluate the listings on our Decar site, what type of suggestions are you looking for?
 - a. *Possible Solution: Accuracy of information, photo clarity and angles, initial appeal of the listing. Perhaps identify vehicles that are not represented on the Decar site. Vehicles that may not be in inventory anymore.*
3. What kinds of training are we going to get in determining the types of information to provide to the Marketing Department?
 - a. *Possible Solution: iVehicle provides information to use in developing the listings. iVehicle has detailed marketing guidelines for listing and posting vehicles, including photo angles, vehicle specific descriptions, price and other do's and don'ts. This will be part of your training next week.*

After the General Manager (participant) has answered your questions, you will thank them for the meeting.

You are not to make any comments 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, 2017

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

**INSTRUCTIONAL AREA: PRODUCT/SERVICE
MANAGEMENT & OPERATIONS**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Coordinate activities with those of other departments	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain new product-development processes	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Communicate core values of product/service	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Apply marketing analytics	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						