



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Selling/Customer Relations

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. Explain key factors in building a clientele
2. Explain company selling policies
3. Explain legal and ethical considerations in selling
4. Interpret business policies to customers/clients
5. Identify company's brand promise

EVENT SITUATION

You are a SALESPERSON at WINDEKA, a local “Best Price” car dealership. You will be meeting with a new client, Mr./Ms. Clarkson (judge), who is shopping for a new car, and has already done some pre-shopping online. In the initial meet and greet portion of your meeting, your goal is to help them understand the difference between a **Best Price Dealership** and a **Negotiating Dealership**. In addition to helping the client understand your brand promise, you will need to interpret your dealership pricing policies and discuss the legal and ethical considerations between the two types of dealerships.

Best Price Dealerships, also known as “No-Haggle Dealerships”, set their prices based on cost plus mark-up. Depending on the dealership, this could be the MSRP or a lower percentage pricing policy. Most customers feel that negotiating prices is the worst part about buying a car. They trust the Best Price experience.

Shopping a **Negotiating Dealership** requires bargaining skills from everything to price, trade-in values, financing and services. Most people are not skilled in those areas, and in many cases makes them feel uncomfortable. Car salespeople seem to be stereotyped as unethical and pushy in order to make their commissions, and in some cases even steering customers to different buys just to make their commissions higher. With a no-haggle policy, salespeople are paid on volume sold rather than dollars.

Some customers still try to haggle, but when a dealership advertises “No-Haggling” or “Best Price” they need to, under the Truth in Advertising laws, stay true to their price. If caught negotiating the price, the salesperson could get fired. Plus it is just bad business to allow a lower price for one, and not for others. If word got out, the reputation of the dealership could be damaged.

Your new client, Mr./Ms. Clarkson (judge), has done some pre-shopping online and is waiting for you to greet them in your office. You will begin the meeting by greeting Mr./Ms. Clarkson. Once you have answered all of their questions, they will thank you for meeting with them and conclude the meeting.

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 NEW CLIENT, Mr./Ms. Clarkson, who is shopping for a new car at WINDEKA, a local "Best Price" Dealership, and you have already done some pre-shopping online. You will be meeting with the Salesperson (participant) for an initial meet and greet, and during this portion of the meeting, they will help you understand the difference between a **Best Price Dealership** and a **Negotiating Dealership**. In addition to helping clarify their brand promise, they will need to interpret their dealership pricing policies and discuss the legal and ethical considerations between the two types of dealerships.

Prior to visiting the dealership, you (judge) never knew the difference between a **Best Price** and a **Negotiating Dealership**. For your judging knowledge, a **Best Price Dealership**, also known as a "No-Haggle Dealership", sets their prices based on cost plus mark-up. Depending on the dealership, this could be the MSRP or a lower percentage pricing policy. Most customers feel that negotiating prices is the worst part about buying a car. They trust the Best Price experience.

Shopping a **Negotiating Dealership** requires bargaining skills from everything to price, trade-in values, financing and services. Most people are not skilled in those areas, and in many cases makes them feel uncomfortable. Car salespeople seem to be stereotyped as unethical and pushy in order to make their commissions, and in some cases even steering customers to different buys just to make their commissions higher. With a no-haggle policy, salespeople are paid on volume sold rather than dollars.

Some customers still try to haggle, but when a dealership advertises “No-Haggling” or “Best Price” they need to, under the Truth in Advertising laws, stay true to their price. If caught negotiating the price, the salesperson could get fired. Plus it is just bad business to allow a lower price for one, and not for others. If word got out, the reputation of the dealership could be damaged.

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

Explain key factors in building a clientele:

- Technically they should demonstrate this through their clear explanation of the types of dealerships and sincere interest in you as the buyer. There should be a strong message of fairness to the buyer and dealership integrity. The participant should help you feel comfortable.

Explain company selling policies:

- The participant should clearly explain the differences between the two types of dealerships. The exceptional participant will provide details and examples of the value behind having a no-hassle price. (Fairness, honesty, etc.)

Explain legal and ethical considerations in selling:

- The participant should address the legal aspects of Truth in Advertising, and discuss the ethical issues of negotiating price, trade-in values, commissions, etc. They should be very clear on the ethical value of having no-haggle pricing. The exceptional participant will build in examples and stick to the policies.

Interpret business policies to customers/clients:

- Through the student presentation and questioning process, the judge should have a clear vision of the Best Price Dealership policies.

Identify company's brand promise:

- The participant should clearly identify Windeka’s dealership promise of no-haggle pricing.

You (judge) have done some pre-shopping online and are waiting in the salesperson’s (participant) office. The salesperson should initiate the role play.

Judge Questions/Possible Solutions

After the Salesperson (participant) has finished their presentation, you will ask the following questions of each participant:

1. But do you really have the best price? I've done some shopping on line and some dealers have better prices.
 - a. *Possible Solution: We will need to know that it is a comparable vehicle; color, year, mileage, options, etc. These things vary and cause the price to vary. We stand by our prices and you can trust that your trade-in value will be fair.*
2. Question: On top of the sticker price, I see a service fee on the Buyer's Guide. What types of services do you provide before I receive the car?
 - a. *Possible Solution: Reconditioning the car, processing all the paper work and filing.*
3. Well, if you can't negotiate on the price, can you give me a deal on financing?
 - a. *Possible Solution: Banks dictate the rates. And right now it's so competitive; you are getting the best deal possible. By State Law we could mark it up two points, but we don't even do that.*

At the conclusion of the meeting and after the participant has answered your questions, you will thank the participant for meeting with you.

You are not to make any comments after the event is over.

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: SELLING / CUSTOMER RELATIONS

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain key factors in building a clientele	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain company selling policies	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain legal and ethical considerations in selling	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Interpret business policies to customers/clients	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify company's brand promise	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						