



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Customer Relations

## **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. Handle customer/client complaints
2. Interpret business policies to customers/clients
3. Describe the use of technology in the product/service management function
4. Describe factors used by marketers to position products/services
5. Explain the role of customer service as a component of selling relationships

## **EVENT SITUATION**

You are the MANAGER of a local car dealership, SMITH AUTO SALES. You will be meeting with Mr./Ms. Jones (judge), a recent customer who has purchased a new sports utility vehicle 15 months prior to the meeting today. Mr./Ms. Jones has requested a meeting with you because he/she is unhappy with the Wi-Fi\_\_\_33 contract for the new vehicle.

The vehicle purchased, The SuperSport, is a mid-sized SUV that is promoted toward families and adventure travelers. This vehicle has many amenities, but the service that was most attractive to Mr./Ms. Jones was the free SuperSport 4G LTE Wi-Fi. The SuperSport Wi-Fi\_\_\_33 boasts a strong signal, the ability to stream movies and television on the go, connect seven devices within the one vehicle, and an in-vehicle app to keep track of the data plan.

During the sales process, the salesperson who sold the vehicle had told Mr./Ms. Jones that the Wi-Fi\_\_\_33 was free, but failed to disclose that the Wi-Fi\_\_\_33 was free for only the first three months after the purchase of the vehicle. However, the paperwork that Mr./Ms. Jones signed to complete the purchase of the vehicle clearly identified that the free Wi-Fi\_\_\_33 was temporary and a \$17 monthly fee would be added to every monthly vehicle payment. Mr./Ms. Jones has been using and paying for the Wi-Fi\_\_\_33 services for the past 12 months. Mr./Ms. Jones is requesting a refund of \$204. Since the fees for the Wi-Fi\_\_\_33 services are contracted out to another company and a small portion of the profit actually goes to the car dealership, a refund is not an ideal solution for SMITH AUTO SALES.

You will meet with Mr./Ms. Jones in the dealership conference room. You will begin the meeting by greeting him/her and will explain the business policy in an effort to keep Mr./Ms. Jones as a Wi-Fi\_\_\_33 customer. After you have answered his/her questions, you will conclude the meeting by thanking Mr./Ms. Jones.

## 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 MR./MS. JONES, a RECENT CUSTOMER who has purchased a new sports utility vehicle 15 months prior to the meeting today. You are meeting with the participant, who is the manager of the local car dealership, SMITH AUTO SALES. You (judge) have requested the meeting with the manager because you are unhappy with the Wi-Fi contract for the new vehicle.

The vehicle purchased, The SuperSport, is a midsize SUV that is promoted toward families and adventure travelers. This vehicle has many amenities, but the service that was most attractive to you was the free SuperSport 4G LTE Wi-Fi. The SuperSport Wi-Fi\_\_\_33 boasts a strong signal, the ability to stream movies and television on the go, connect seven devices within the one vehicle, and an in-vehicle app to keep track of the data plan.

During the sales process, the salesperson who sold the vehicle had told you that the Wi-Fi\_\_\_33 was free, but failed to disclose that the Wi-Fi\_\_\_33 was free for only the first three months after the purchase of the vehicle. However, the paperwork that you signed to complete the purchase of the vehicle clearly identified that the free Wi-Fi\_\_\_33 was temporary and a \$17 monthly fee would be added to every monthly vehicle payment. You have been using and paying for the Wi-Fi\_\_\_33 services for the past 12 months. You are requesting a refund of \$204. Since the fees for the Wi-Fi\_\_\_33 services are contracted out to another company and a small portion of the profit actually goes to the car dealership, a refund is not an ideal solution for SMITH AUTO SALES.

You will meet with the manager (student participant) in the dealership conference room. The manager (student participant) will begin the meeting by greeting you and will explain the business policy in an effort to keep you as a Wi-Fi\_\_\_33 customer. After your questions have been answered by the manager, the student participant will conclude the meeting by thanking you.

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

1. This was not my fault. Why should I have to pay if the salesperson said it was free?
  - a. *Possible Solution: I do understand that the situation was confusing with the salesperson and the information should have been more clear. We do have the first three months free as a promotion for our customers to try the Wi-Fi services. I am sorry that this was not explained more clearly to you. We will work on our training and communication.*
2. Why wasn't I notified before the payment was added to my monthly bill?
  - a. *Possible Solution: The information about the Wi-Fi\_\_\_33 was in the paperwork that you signed to complete the purchase of the vehicle, and then added to the monthly bill. The notification happened at the time of purchase.*
3. If you cannot give me a refund for the \$204 that I paid for the Wi-Fi, what else can you offer me to keep me as a happy customer?
  - a. *Possible Solution: We can offer additional services that our dealership provides, such as oil changes, tire rotations, and car detailing.*

Once the participant has answered your questions, you will conclude the role-play by thanking the participant 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.

### Performance Indicator Information

1. **Handle customer/client complaints:** Stay calm, listen to the complaint, acknowledge the problem, offer a solution
2. **Interpret business policies to customers/clients:** Explain the policy in simple language, listen to any concerns, and answer the customer questions as directly as possible. The student will address the Wi-Fi\_\_33 policy that was signed at the time of purchase, versus the free Wi-Fi\_\_33 promotion
3. **Describe the use of technology in the product/service management function:**  
Product/service management is the marketing function that involves obtaining, developing, and improving a product in response to market opportunities. In this case, the free Wi-Fi\_\_33 added value to the vehicle, and was one of the contributing factors in the purchase of the SUV
4. **Describe factors used by marketers to position products/services:** In this situation, to position a product is to create an image; thus, what do marketers do to create an image of a product
5. **Explain the role of customer service as a component of selling relationships:** The assistance and advice provided by the salesperson to the customer in order to ensure that there is a positive, profitable relationship



**AUTOMOTIVE SERVICES MARKETING  
SERIES, 2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

**INSTRUCTIONAL AREA  
Customer Relations**

Did the participant:

|                                       |                                                                              | Below<br>Expectations | Meets<br>Expectations | Exceeds<br>Expectations | Judged<br>Score |
|---------------------------------------|------------------------------------------------------------------------------|-----------------------|-----------------------|-------------------------|-----------------|
| <b>PERFORMANCE INDICATORS</b>         |                                                                              |                       |                       |                         |                 |
| 1.                                    | Handle customer/client complaints                                            | 10-11                 | 12-13                 | 14                      |                 |
| 2.                                    | Interpret business policies to customers/clients                             | 10-11                 | 12-13                 | 14                      |                 |
| 3.                                    | Describe the use of technology in the product/service management function    | 10-11                 | 12-13                 | 14                      |                 |
| 4.                                    | Describe factors used by marketers to position products/services             | 10-11                 | 12-13                 | 14                      |                 |
| 5.                                    | Explain the role of customer service as a component of selling relationships | 10-11                 | 12-13                 | 14                      |                 |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |                                                                              |                       |                       |                         |                 |
| 6.                                    | Reason effectively and use systems thinking?                                 | 4                     | 5                     | 6                       |                 |
| 7.                                    | Make judgments and decisions, and solve problems?                            | 4                     | 5                     | 6                       |                 |
| 8.                                    | Communicate clearly?                                                         | 4                     | 5                     | 6                       |                 |
| 9.                                    | Show evidence of creativity?                                                 | 4                     | 5                     | 6                       |                 |
| 10.                                   | Overall impression and responses to the judge's questions                    | 4                     | 5                     | 6                       |                 |
| <b>TOTAL SCORE</b>                    |                                                                              |                       |                       |                         |                 |

**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 70-89th 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 50-69th percentile of business personnel performing this performance indicator