



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Pricing

## **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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Explain the role of business ethics in pricing.
2. Explain the nature and scope of the pricing function.
3. Explain the use of technology in the pricing function.
4. Follow safety precautions.
5. Explain the nature and purpose of the product/service management function.

## **EVENT SITUATION**

You are to assume the role of sales associate for SUPER STEREO, a car stereo installation business. You have been asked to explain installation costs to a customer (judge).

SUPER STEREO is a privately owned business that has a great reputation for delivering quality at a reasonable price. As a sales associate your duties include helping customers find a product that is right for them, discussing pricing, and offering a warrantee/guarantee on the products. You have been trained to be very specific about product prices, but sometimes you can only give an approximate cost when you are installing some products.

You are the sales associate who helped the customer (judge) decide what type of stereo to install in his/her vehicle. You very carefully asked about his/her needs and found a stereo that the customer (judge) would be happy with. The customer (judge) chose a stereo with new speakers to be placed in the trunk and a 5-CD disk changer with remote control. The customer (judge) is picking up the car today and finds that there has been an extra charge for more wire to install the stereo. You must explain to him/her that the first price is an estimate and that more fees can be added once you are actually installing the stereo. You must explain to the customer (judge) that the installation may require more parts and time as the process goes on, and why you can only approximate the total price for labor.

You will present your information to the customer (judge) in a role-play to take place at the customer service desk at SUPER STEREO. The customer (judge) will begin the role-play by greeting you and asking to hear your explanation of how the business is going to solve this problem. After you have presented the information and have answered the customer's (judge's) questions, the customer (judge) will conclude the role-play by thanking you for your explanation and 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 customer at SUPER STEREO, a privately owned car stereo installation business. A sales associate (participant) must explain to you why the cost of a stereo installation was greater than the estimate.

SUPER STEREO is a privately owned business that has a great reputation for delivering quality at a reasonable price. You are being helped by a sales associate (participant) whose duties include helping customers find a product that is right for them, discussing pricing, and offering a warranty/guarantee on products. The sales associate (participant) has been trained to be very specific about product prices, but sometimes he/she can only give an approximate cost when installing some products.

The sales associate (participant) helped you decide what type of stereo to install in your vehicle. He/she very carefully asked about your needs and found a stereo that you would be happy with. You chose a stereo with new speakers to be placed in the trunk and a 5-CD disk changer with remote control.

You are picking up your car today and find that there has been an extra charge for labor and parts to install the stereo. The sales associate (participant) will explain that the first price is an estimate and that more fees can be added once they are actually installing the stereo. The sales associate (participant) must also explain why more parts and time may be needed as the installation process goes on, and why he/she can only approximate the total price for labor.

The sales associate (participant) will present the information to you in a role-play to take place at the customer service desk at SUPER STEREO. You will begin the role-play by greeting the sales associate (participant) and asking to hear his/her explanation of how the business is going to solve this problem.

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

1. What is the best way to prepare a customer for the possibility of a higher price?
2. How do you decide which stereo to recommend to each customer?

Once the sales associate (participant) has explained the pricing and has answered your questions, you will conclude the role-play by thanking the sales associate (participant) for helping you.

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.

<b>Level of Evaluation</b>	<b>Interpretation Level</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 70-89 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.

# JUDGE'S EVALUATION FORM

ASM

STATE EVENT 2010

## DID THE PARTICIPANT:

### 1. Explain the role of business ethics in pricing?

**Little/No Value**

**0, 2**

Attempts at explaining the role of business ethics in pricing were weak or inadequate.

**Below Expectations**

**4, 6, 8**

Adequately explained the role of business ethics in pricing.

**Meets Expectations**

**10, 12, 14**

Effectively explained the role of business ethics in pricing.

**Exceeds Expectations**

**16, 18**

Very effectively explained the role of business ethics in pricing.

### 2. Explain the nature and scope of the pricing function?

**Little/No Value**

**0, 2**

Attempts at explaining the nature and scope of the pricing function were weak or inadequate.

**Below Expectations**

**4, 6, 8**

Adequately explained the nature and scope of the pricing function.

**Meets Expectations**

**10, 12, 14**

Effectively explained the nature and scope of the pricing function.

**Exceeds Expectations**

**16, 18**

Very effectively explained the nature and scope of the pricing function.

### 3. Explain the use of technology in the pricing function?

**Little/No Value**

**0, 2**

Attempts at explaining the use of technology in the pricing function were weak or inadequate.

**Below Expectations**

**4, 6, 8**

Adequately explained the use of technology in the pricing function.

**Meets Expectations**

**10, 12, 14**

Effectively explained the use of technology in the pricing function.

**Exceeds Expectations**

**16, 18**

Very effectively explained the use of technology in the pricing function.

### 4. Follow safety precautions?

**Little/No Value**

**0, 2**

Attempts at explaining how to follow safety precautions were weak or inadequate.

**Below Expectations**

**4, 6, 8**

Adequately explained how to follow safety precautions.

**Meets Expectations**

**10, 12, 14**

Effectively explained how to follow safety precautions.

**Exceeds Expectations**

**16, 18**

Very effectively explained how to follow safety precautions.

### 5. Explain the nature and purpose of the product/service management function?

**Little/No Value**

**0, 2**

Attempts at explaining the nature and purpose of the product/service management function were weak or inadequate.

**Below Expectations**

**4, 6, 8**

Adequately explained the nature and purpose of the product/service management function.

**Meets Expectations**

**10, 12, 14**

Effectively explained the nature and purpose of the product/service management function.

**Exceeds Expectations**

**16, 18**

Very effectively explained the nature and purpose of the product/service management function.

### 6. Overall impression and response to the judge's questions.

**Little/No Value**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_