



CAREER CLUSTER
Corporate Finance

CAREER PATHWAY
Business Administration

INSTRUCTIONAL AREA
Communication

BUSINESS FINANCE 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. Discuss the nature of debtor-creditor relationships
2. Describe the nature of legally binding contracts
3. Write persuasive messages
4. Select and use appropriate graphic aids
5. Interpret business policies to customers/clients

Prior knowledge of trade credit would be helpful in this role play

EVENT SITUATION

You are to assume the role of **Financial Analyst** at **Party Planning Specialist (aka PPS)**, a store that specializes in wholesale party supplies for wedding planners. The wedding planners use PPS to buy bulk supplies for wedding parties, and purchase the following products: candles, centerpieces, floor runners, party favors, veils, artificial flowers, and cake supplies.

The majority of wedding planners that are PPS customers purchase bulk supplies for multiple weddings at one time; typically in the spring season, with the hopes that the supplies will match the demands of the wedding clients through the end of the fall season.

PPS offers 2/10, net 30 trade credit to all customers, but very few wedding planners take advantage of this offer. In fact, 70% of current wedding planners are late with their payments and incur a 5% late payment penalty fee. Yet those same wedding planners will send in their payment late without paying the penalty fee at all.

Your **Manager** (judge) has asked you to design a promotional plan to encourage the wedding planners to take advantage of the 2/10, net 30 option, yet gently remind them of the 5% late payment fee.

In the promotional plan, you are to provide:

- A Persuasive message
- Graphic aid that shows the benefits of utilizing 2/10, net 30 and/or the late policy.

You will present the plan to the Manager (judge) in a role-play to take place in the Manager's (judge's) office. The Manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented and have answered the Manager's (judge's) questions, the Manager (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

The participant is to assume the role of **Financial Analyst at Party Planning Specialist (aka PPS)**, a store that specializes in wholesale party supplies for wedding planners. The wedding planners use PPS to buy bulk supplies for wedding parties, and purchase the following products: candles, centerpieces, floor runners, party favors, veils, artificial flowers, and cake supplies.

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PPS offers 2/10, net 30 trade credit to all customers, but very few wedding planners take advantage of this offer. In fact, 70% of current wedding planners are late with their payments and incur a 5% late payment penalty fee. Yet those same wedding planners will send in their payment late without paying the penalty fee at all.

You have asked the participant to design a promotional plan to encourage the wedding planners (customers) to take advantage of the 2/10, net 30 option, yet gently remind them of the 5% late payment fee.

In the promotional plan, the participant is to provide:

- A Persuasive message
- Graphic aid that shows the benefits of utilizing 2/10, net 30 and/or the late policy.

The participant will present 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. Does the company benefit more from the late fees associated with the late payment policy or from a discount provided with an early payment?

Possible answer:

- *The company does recoup some money from the late fees, but it would be more fiscally advantageous for our company to be paid earlier using the trade credit terms.*

2. What can we do if our customers do not understand the financial benefits of using 2/10, net 30?

Possible answer:

- *Provide more graphic visuals, add the terms to the bottom of invoices, include information with the order acknowledgement, and provide calculation examples.*

Once the Financial Analyst (participant) has presented and has answered your questions, you will conclude the role-play by thanking the Financial Analyst (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.

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.



BUSINESS FINANCE SERIES, 2015

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

INSTRUCTIONAL AREA: Communication

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of debtor-creditor relationships	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Describe the nature of legally binding contracts	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Write persuasive messages	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Select and use appropriate graphic aids	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Interpret business policies to customers/clients	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						