



CAREER CLUSTER
Marketing

CAREER PATHWAY
Professional Selling

INSTRUCTIONAL AREA
Marketing Information Management/
Professional Selling

BUSINESS 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 the nature of positive customer relations
2. Analyze product information to identify product features and benefits
3. Prepare a sales presentation
4. Sell good/service/idea/to individuals
5. Maintain sales standards

EVENT SITUATION

You are to assume the role of an **Established Sales Representative** for **Cellular Services Plus (CSP)**. Your **Boss** (judge) has asked you to prepare a sales presentation for new and seasoned sales reps to convince customers to finance newly purchased phones rather than purchase a new phone outright with a plan.

About the company: Cellular Services Plus (CSP) brings it all together for our customers, from revolutionary smartphones to broadband services and sophisticated solutions for multi-national businesses. For more than a century, CSP has consistently provided innovative, reliable, high-quality products and services and excellent customer care. Today, our mission is to connect people with their world, everywhere they live and work, and do it better than anyone else. We're fulfilling this vision by creating new solutions for consumers and businesses and by driving innovation in the communications and entertainment industry. CSP also has the nation's most reliable 4G LTE network. We also have the largest international coverage of any U.S. wireless carrier, offering the most phones that work in the most countries. CSP owns and operates more than 34,000 Hot Spots at popular locations such as restaurants, bookstores, hotels and more. CSP customers can enjoy access to more than 1 million Hot Spots globally. As CSP continues to break new ground and deliver new solutions, we're focused on delivering the high-quality customer service that is our heritage.

Typically, consumers have purchased a cell phone at a reduced rate and were locked into a minimum of a two year plan. Cellular Services Plus is now rolling out their new device financing plan for cellular customers, providing better and more reasonable rates and benefits to the customer. Two years is a long time to have to wait before upgrading to a new Smartphone. With our new Upgrade Program for cellular phone holders, you can get a new Smartphone every 12 months and always have the latest and greatest in the palm of your hand.

Financing Plan Highlights:

- No down payment
- No activation fee
- No upgrade fee
- No financing fee

Select your Smartphone. There's no down payment — simply pay the sales tax. (Subject to credit approval.)

The cost of the phone is divided into 12-18 monthly payments (customer decides on length based on what they can afford for payments) and added to your bill each month. (A Retail Installment Contract is required.)

You can trade in your Smartphone after 12 months for a new one. (A new Retail Installment Contract is required.)

If the customer cycles through the 12-18 months and chooses not to upgrade their phone, their payment will go down because the device will be the device will be paid for.

This plan particularly targets those who want to upgrade their phone frequently.

You will present a sales presentation for new and seasoned sales reps to convince customers to finance newly purchased phones rather than purchase a new phone outright with a plan to your Boss (judge), in a role-play to take place in your Boss's (judge's) office before you present it to all sales reps at CSP. Your Boss (judge) will begin the role-play by greeting you and asking to hear your sales presentation. After you have finished your presentation and have answered your Boss's (judge's) questions, he/she 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 will assume the role of an **Established Sales Representative for Cellular Services Plus (CSP)**. As the **Boss** (judge), you have asked your Sales Representative (participant) to prepare a sales presentation for new and seasoned sales reps to convince customers to finance newly purchased phones rather than purchase a new phone outright with a plan.

About the company: Cellular Services Plus (CSP) brings it all together for our customers, from revolutionary smartphones to and broadband services and sophisticated solutions for multi-national businesses. For more than a century, CSP has consistently provided innovative, reliable, high-quality products and services and excellent customer care. Today, our mission is to connect people with their world, everywhere they live and work, and do it better than anyone else. We're fulfilling this vision by creating new solutions for consumers and businesses and by driving innovation in the communications and entertainment industry. CSP also has the nation's most reliable 4G LTE network. We also have the largest international coverage of any U.S. wireless carrier, offering the most phones that work in the most countries. CSP owns and operates more than 34,000 Hot Spots at popular locations such as restaurants, bookstores, hotels and more. CSP customers can enjoy access to more than 1 million Hot Spots globally. As CSP continues to break new ground and deliver new solutions, we're focused on delivering the high-quality customer service that is our heritage.

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You can trade in your Smartphone after 12 months for a new one. (A new Retail Installment Contract is required.)

If the customer cycles through the 12-18 months and chooses not to upgrade their phone their payment will go down because the device will be paid for.

This plan really targets those who want to upgrade their phone frequently.

The Established Sales Representative (participant) will present a sales presentation for new and seasoned sales reps to convince customers to finance newly purchased phones rather than purchase a new phone outright with a plan to you, in a role-play to take place in your office before he/she presents it to all sales reps at CSP. You will begin the role-play by greeting the Established Sales Representative (participant), and ask to hear his/her sales presentation. After the Established Sales Representative (participant) has finished his/her presentation and has answered all your questions, you will conclude the role-play by thanking them for their work.

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

1. As a seasoned sales representative what step of the sale do you feel is most important for new sales reps to know about?

Possible answers:

- *To determine customer needs and sell the BENEFITS to them (Features Tell, Benefits Sell).*

2. What do you feel is the number one selling point of the new financing plan?

Possible answers:

- *The ability to upgrade faster than the original 2 year locked in contract at really no additional costs.*

3. How will you make certain new sales reps are selling the plan correctly and efficiently?

Possible answers:

- *He/She can mentor employees and can help sales reps individually with mock sales presentation and the number of plans sold for each employee will let management know if reps are being successful in selling the plan.*

Once the Established Sales Representative (participant) has answered your questions, you will conclude the role-play by thanking the Established Sales Representative (participant) for their 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 SERVICES MARKETING, 2015

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Marketing Information
Management/Processional Selling

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Analyze product information to identify product features and benefits	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Prepare a sales presentation	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Sell good/service/idea/to individuals	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Maintain Sales Standards	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						