



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Selling and Customer Relations

BUSINESS 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. Show empathy for others
2. Demonstrate negotiation skills
3. Prescribe a solution to customer/client
4. Sell good/service/idea to individuals
5. Close the sale

EVENT SITUATION

The student is to assume the role of a **Service Coordinator at Dock and Lift, LLC**. Dock and Lift, LLC is a full service marine contracting company that serves customers across the Midwest. You will be meeting with Pat Rogers, a Client (judge), to discuss a past unfulfilled service.

Dock and Lift, LLC offers a wide variety of products and services to meet your waterfront needs. Our main products include docks, piers, boat lifts (hoists) and all accessories. We also provide maintenance, spring installation, fall removal and storage of these products. Dock and Lift, LLC's mission is to provide high quality products and exceptional service to waterfront property owners. Dock and Lift, LLC is hard working, friendly, and offers reasonable prices.

Your client, Pat Rogers (Judge) is a valid 10 year customer. In the past you have installed his/her deck at their cabin in the summer, along with shoreline maintenance and removed their dock in the winter. Your valid customer Pat has recently contracted you to have their summer installation of their dock including shoreline maintenance at their cabin for a family reunion. The customer (Judge) went to their cabin the day before the family reunion and the dock was not installed along with the shoreline maintenance was not complete. Your client (Judge) is very unhappy on why the services are not performed as promised.

The service coordinator (student) has set up a meeting to discuss the situation with Pat Rogers (judge) at Dock and Lift, LLC. Your boss has stressed to you to keep in mind some things during your meeting with the Client (judge) which included:

- Show empathy for others
- Demonstrate negotiation skills
- Prescribe a solution to customer/client
- Sell good/service/idea to individuals
- Close the sale

The client, Pat Rogers (judge) will begin the role-play by greeting you and asking you to explain why the services were not complete and why they should continue to do business with you. The client (judge) will conclude the presentation.

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 student is to assume the role of a service coordinator at Dock and Lift, LLC. Dock and Lift, LLC is a full service marine contracting company that serves customers across the Midwest. You will be meeting with Pat Rogers, a Client (judge), to discuss a past unfulfilled service.

Dock and Lift, LLC offers a wide variety of products and services to meet your waterfront needs. Our main products include docks, piers, boat lifts (hoists) and all accessories. We also provide maintenance, spring installation, fall removal and storage of these products. Doc and Lift, LLC's mission is to provide high quality products and exceptional service to waterfront property owners. Dock and Lift, LLC is hard working, friendly, and offers reasonable prices.

Your client, Pat Rogers (Judge) is a valid 10 year customer. In the past you have installed his/her deck at their cabin in the summer, along with shoreline maintenance and removed their dock in the winter. Your valid customer Pat has recently contracted you to have their summer installation of their dock including shoreline maintenance at their cabin for a family reunion. The customer (Judge) went to their cabin the day before the family reunion and the dock was not installed along with the shoreline maintenance was not complete. Your client (Judge) is very unhappy on why the services are not performed as promised.

The service coordinator (student) has set up a meeting to discuss the situation with Pat Rogers (judge) at Dock and Lift, LLC. Your boss has stressed to you to keep in mind some things during your meeting with the Client (judge) which included:

- Show empathy for others
- Demonstrate negotiation skills
- Prescribe a solution to customer/client
- Sell good/service/idea to individuals
- Close the sale

The client, Pat Rogers (judge) will begin the role-play by greeting you and asking you to explain why the services were not complete and why they should continue to do business with you. The client (judge) will conclude the presentation.

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

1. What happened? Why wasn't my dock installed? I have never had a problem with you for 10 years! Plus I didn't get my dock installed and shoreline maintained as promised before my family reunion.
 - a. *Possible Solution: Answers will vary from participant to participant. Hopefully the student will come up with a legitimate answer but at the same time show empathy throughout. There is room for the student to have some creativity here and is open for interpretation. Possibly suggest a communication misunderstanding/oversight; student should give a reasonable explanation. Employee shortage, recognize a problem occurred.*
2. What are you going to do to maintain my loyalty? I'm ready to find a different dock installer.
 - a. *Possible Solution: Answers will vary from participant to participant. Hopefully the student will negotiate with the judge and convince him/her to stay with them. Offer incentives, etc. Work toward an economic solution. Don't give away the company. Extend a warranty; better communicate goodwill gesture. Student should stress the importance of customer retention.*

After the service coordinator (student) has answered your questions, you (judge) will conclude the meeting, thanking them for their time.

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 SERIES,
2016**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA: SELLING AND CUSTOMER
RELATIONS**

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Show empathy for others	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Demonstrate negotiation skills	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Prescribe a solution to customer/client	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.	Close the sale	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						