



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Customer Relations

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. Demonstrate a customer-service mindset
2. Show empathy for others
3. Develop rapport with customers
4. Handle customer/client complaints
5. Prescribe a solution to the customer/client

EVENT SITUATION

The participant will act as a PROJECT MANAGER for RESIDENTIAL ROOFING. Residential Roofing is a full service company that services customers throughout the state, specializing in shingle, metal, and rubber roofs.

Residential roofing provides their clients with the finest design and craftsmanship possible, and that all begins with a commitment and caring attitude toward their work. Since its inception, Residential Roofing has pressed the importance of quality, detail, and safety which is what sets them apart from other contractors and builders. Residential Roofing is dedicated to their clients and community and is able to provide clients with a realized dream of high quality construction that will last well into the future.

You are working with Mr./Ms. Smith, your current client's (judge) roof. The roof project is very standard in that laborers take off the old shingles and apply new ones. In the contract it was proposed that the roof project would be completed in five days. It is day four and laborers tell the client that the project will not be completed in the five days. The client is not happy. The laborers would often come late to the project and leave early without any explanation. Mr./Ms. Smith called the Project Manager (participant) several times and left messages. The project manager has mentioned to him that they are very short staffed. The client had plans to go on a family vacation but is afraid to leave without the roof completed.

You have set up a meeting to discuss the situation with the client (judge) at the Residential Roofing offices. Your boss has stressed to you to keep in mind some things during your meeting with the client which include the following:

- Demonstrate a customer-service mindset
- Show empathy for others
- Develop rapport with customers
- Handle customer/client complaints
- Prescribe a solution to the customer/client

You will begin the presentation by greeting your client, Mr./Ms. Smith (judge) and thanking them for their time.

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. Smith, a CLIENT of RESIDENTIAL ROOFING. You are getting your roof repaired by Residential Roofing that should be a five day project. It is day four and laborers tell you that the project will not be completed in the five days. You are not happy and you have requested to have a meeting with the Project Manager (participant).

Residential Roofing is a full service company that services customers throughout the state, specializing in shingle, metal, and rubber roofs. Residential roofing provides their clients with the finest design and craftsmanship possible, and that all begins with a commitment and caring attitude toward their work. Since its inception, Residential Roofing has pressed the importance of quality, detail, and safety which is what sets them apart from other contractors and builders. Residential Roofing is dedicated to their clients and community and is able to provide clients with a realized dream of high quality construction that will last well into the future.

Residential Roofing is currently working with your roof. The project is very standard in that laborers take off the old shingles and apply new ones. In the contract it was proposed that the roof project would be completed in five days. It is day four and laborers have told you (judge) that the project will not be completed in the five days. You are not happy. The laborers would often come late to the project and leave early without any explanation. You have called the Project Manager (participant) several times and left messages. The project manager has mentioned to you that they

are very short staffed. You had plans to go on a family vacation but are afraid to leave without the roof completed.

The project manager (participant) has set up a meeting to discuss the situation with you (judge) at the Residential Roofing offices. The project manager will need to begin the presentation by thanking you for meeting with them. The project manager's boss has stressed to them to keep in mind some things during their meeting with you which include the following:

- Demonstrate a customer-service mindset
- Show empathy for others
- Develop rapport with customers
- Handle customer/client complaints
- Prescribe a solution to the customer/client

Judge Questions/Possible Solutions

Once the project manager has addressed your concerns, you are to ask the following questions of each participant:

1. Being that you didn't meet your contract deadline, I feel that a discount is warranted here. What can you do for me?
a. Answers will vary
2. I'm leaving on family vacation and based on my initial experience with your company, I am very reluctant to trust that my roof will be completed with quality work when I return. How can you assure it will be?
a. Answers will vary

You will conclude the presentation on your decision, and thank the project manager (participant) for their time.

You are not to make any other comments 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, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: CUSTOMER RELATIONS

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate a customer-service mindset	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Show empathy for others	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Develop rapport with customers	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Handle customer/client complaints	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Prescribe a solution to the customer/client	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						