



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. Act as a liaison
2. Establish relationship with client/customer
3. Demonstrate adaptability
4. Recommend specific products/services
5. Prescribe a solution to customer/client

EVENT SITUATION

You are to assume the role of a CONSULTANT AGENT at BADGER CONSULTING INC. Badger Consulting Inc. is a premier provider of professional staffing and recruiting services. Badger Consulting has many unique programs to fit its client's needs. Temporary, Seasonal, Temp to Perm, Managed Payroll and Offsite HR Assistance. Badger Consulting Inc. works with companies of all sizes and across all industries.

You will be working with a local client, Aqua Finance. Aqua Finance is a small to medium sized business, having approximately 30 part-time associates, including 5 individuals in management positions. Aqua Finance specializes in Consumer financing programs (collections agency) to help meet their customer goals, build their business and strengthen customer relations. Aqua Finance is a call center where 100% of employees deal with their customers over the telephone. Over the past five years Aqua Finance has struggled to find good quality part-time employees. Turnover seems to be a significant problem with the business. Aqua Finance's Assistant Manager, Mr./Ms. Rodgers (judge), does all of the employee hiring as they do not have an HR Department. They realize that hiring employees is just a start to creating a strong work force, you also have to keep them. High employee turnover costs business owners in time and productivity.

Mr./Ms. Rodgers is looking for you to provide a variety of ways to recruit and retain quality employees. He/she is also looking for creative employee incentive programs to implement. You mentioned to your client the last time you spoke to him/her that you had two great ideas they could possibly implement at Aqua Finance:

1. Start an Employee of the Month Program (that has many perks tied to it)
2. Work sponsored social activities.

You will meet with Mr./Ms. Rodgers in his/her office to elaborate ONE of your two ideas you presented to them on the phone. The student will need to begin the presentation with an appropriate statement. Mr./Ms. Rodgers 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

You are to assume the role as MR./MS. RODGERS, Assistant Manager at AQUA FINANCE. You do all of the employee hiring as you do not have an HR Department. You realize that hiring employees is just a start to creating a strong work force, you also have to keep them. High employee turnover costs business owners in time and productivity. You are looking for the consultant agent to provide a variety of ways to recruit and retain quality employees. You are also looking for creative employee incentive programs to implement.

The student is to assume the role of a consultant agent at Badger Consulting Inc. Badger Consulting Inc. is a premier provider of professional staffing and recruiting services. Badger Consulting has many unique programs to fit its client's needs. Temporary, Seasonal, Temp to Perm, Managed Payroll and Offsite HR Assistance. Badger Consulting Inc. works with companies of all sizes and across all industries.

The student will be working with you, a local client, Aqua Finance. Aqua Finance is a small to medium sized business, having approximately 30 part-time associates, including 5 individuals in management positions. Aqua Finance specializes in Consumer financing programs (collections agency) to help meet their customer goals, build their business and strengthen customer relations. Aqua Finance is a call center where 100% of employees deal with their customers over the telephone. Over the past five years Aqua Finance has struggled to find good quality part-time employees. Turnover seems to be a significant problem with the business. The consultant

mentioned to you the last time you spoke to him/her that they had two great ideas they could possibly implement at your company:

1. Start an Employee of the Month Program (that has many perks tied to it)
2. Work sponsored social activities.

You will meet with the consultant in your office to elaborate ONE of his/her two ideas they presented to you on the phone. The consultant will need to begin the presentation with an appropriate statement. You will conclude the presentation.

During the course of the meeting you are to ask the following questions of each participant:

1. Why do you believe this strategy will be the most effective?
 - a. *Possible Solutions: Student should try to link strategy to their target market. The student should use concrete examples. Answers will vary.*
2. Have you implemented this solution to any other companies for retaining employees? What was the outcome?
 - a. *Possible Solutions: Student should be able to think quickly on their feet and provide results from other companies.*
3. What if the strategy you impose is unsuccessful?
 - a. *Possible Solutions: Answers will vary. The key to the answer is that the participant can easily adapt to change if needed and has an alternative solution.*

Once the participant has presented their ideas and has answered your questions, you will conclude the meeting by thanking the 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.

Performance Indicator Information

1. **Act as a liaison:** serve as the communicator between you and your client.
2. **Establish relationship with client/customer:** Listen to your customer to determine his/her needs. Ask questions to best do this.
3. **Demonstrate adaptability:** make sure to be able to change your focus based on your client needs (adjust and modify).
4. **Recommend specific products/services:** perhaps use personal/past experience in your recommendation
5. **Prescribe a solution to customer/client:** come up with solutions for you client



**BUSINESS SERVICES MARKETING SERIES,
2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA
Selling and Customer Relations**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Act as a liaison	10-11	12-13	14	
2.	Establish relationship with client/customer	10-11	12-13	14	
3.	Demonstrate adaptability	10-11	12-13	14	
4.	Recommend specific products/services	10-11	12-13	14	
5.	Prescribe a solution to customer/client	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator