



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Communication Skills /
Information Management

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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain ways that technology impacts business services.
2. Explain the nature of effective written communications.
3. Extract relevant information from written materials.
4. Demonstrate basic email functions.
5. Provide legitimate responses to inquiries.

EVENT SITUATION

You are to assume the role of business consultant at PRO-ACTIVE MARKETING, a local business consulting firm. The owner of CRAIG PLUMBING (judge) has asked you to recommend methods or procedures to improve communication with customers via the company Web site.

CRAIG PLUMBING operates as a full-service plumbing business specializing in residential repairs and installations. For two generations, CRAIG PLUMBING has built its business on dependability—arriving on time for appointments and doing the job right the first time. In fact, CRAIG PLUMBING utilizes the slogan *Depend on Craig* in all of its marketing and advertising.

CRAIG PLUMBING employs ten plumbers who operate from a fleet of seven service vans. In addition, two employees handle the necessary office and administrative tasks. Six months ago, CRAIG PLUMBING expanded its communication reach through the creation of a Web site. Links on the Web site include: Products, Services, FAQ's of Plumbing, Hours, and Contact Us.

Two days ago, the owner received an irate phone call from a person who had sent three emails to CRAIG PLUMBING via the company's Web site requesting an estimate for some repair services. The individual was most annoyed because his email was never answered and he felt completely ignored. According to office employees, incidents like this have happened before.

The owner of CRAIG PLUMBING (judge) has asked you for help in improving the Web site's (and the office's) response to customers. The owner (judge) wants to reverse this pattern of having customers drop through the cracks.

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

You are to assume the role of owner of CRAIG PLUMBING. You have asked a consultant from PRO-ACTIVE MARKETING to recommend methods or procedures to improve communication with customers via the company Web site.

CRAIG PLUMBING operates as a full-service plumbing business specializing in residential repairs and installations. The business has grown because of its dependability—arriving on time for appointments and doing the job right the first time. CRAIG PLUMBING utilizes the slogan *Depend on Craig* in all of its marketing and advertising.

Six months ago, CRAIG PLUMBING expanded its communication reach through the creation of a Web site. Two days ago, you received an irate phone call from a person who had sent three emails to CRAIG PLUMBING via the company's website requesting an estimate for some repair services. The individual was most annoyed because his email was never answered and he felt completely ignored. According to office employees, incidents like this have happened before.

You have asked the consultant (participant) for help in improving the Web site's (and the office's) response to customers. You want to reverse this pattern of having customers drop through the cracks.

The business consultant (participant) will present his/her advice to you in a role-play to take place in your office. You will begin the role-play by greeting the consultant and asking to hear his/her ideas.

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

1. Should we modify our Web site by simply eliminating the “Contact Us” link?
2. Is there anything we can do to assure that CRAIG PLUMBING appears among the first listings a customer sees when using an Internet search engine?

Once the consultant (participant) has presented his/her advice and has answered your questions, you will conclude the role-play by thanking the consultant (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.

JUDGE'S EVALUATION FORM
BSM
STATE EVENT 2010

DID THE PARTICIPANT:

1. Explain ways that technology impacts business services?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at explaining ways technology impacts business services were inadequate.	4, 6, 8 Adequately explained ways technology impacts business services.	10, 12, 14 Effectively explained ways technology impacts business services.	16, 18 Very effectively explained ways technology impacts business services.

2. Explain the nature of effective written communications?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at explaining the nature of effective written communications were weak.	4, 6, 8 Adequately explained the nature of effective written communications.	10, 12, 14 Effectively explained the nature of effective written communications.	16, 18 Very effectively explained the nature of effective written communications.

3. Extract relevant information from written materials?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at extracting relevant information from written materials were inadequate.	4, 6, 8 Adequately extracted relevant information from written materials.	10, 12, 14 Effectively extracted relevant information from written materials.	16, 18 Very effectively extracted relevant information from written materials.

4. Demonstrate basic email functions?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at demonstrating basic email functions were inadequate.	4, 6, 8 Adequately demonstrated basic email functions.	10, 12, 14 Effectively demonstrated basic email functions.	16, 18 Very effectively demonstrated basic email functions.

5. Provide legitimate responses to inquiries?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts at providing legitimate responses to inquiries were weak.	4, 6, 8 Adequately provided legitimate responses to inquiries.	10, 12, 14 Effectively provided legitimate responses to inquiries.	16, 18 Very effectively provided legitimate responses to inquiries.

6. Overall impression and response to the judge's questions.

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1 Demonstrated few skills; could not answer the judge's questions.	2, 3, 4 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively.	8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____