



**CAREER CLUSTER**  
Marketing

**INSTRUCTIONAL AREA**  
Selling

## **BUYING AND MERCHANDISING TEAM DECISION MAKING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

- Explain the nature and scope of the selling function.
- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Demonstrate product knowledge.
- Explain the nature of positive customer relations.
- Determine customer needs.
- Demonstrate suggestion selling.

## CASE STUDY SITUATION

You are to assume the role of sales specialty team that has been hired by MURPHY DEPARTMENT STORE, an upscale department store carrying high-end designer suits for males and females. The store's buyer (judge) has hired you to develop a plan to improve customer service.

MURPHY DEPARTMENT STORE is known for carrying high-end designer suits for men and women. The retailer has been in business for 50 years in the same upscale suburban location. The store's buyer (judge) is concerned about the selling strategies used at the store. Increased competition and outlet malls that carry many designer brands have cut into the store's sales.

The buyer (judge) decided to have unidentified customers observe and record the service provided by the store's sales associates. Most of the sales associates did not actively greet customers to determine their needs. Many of the sales associates asked customers if they needed help and backed off when customers responded, "No thanks, I'm just looking." The buyer for MURPHY DEPARTMENT STORE (judge) believes that drastic changes must occur for the store to improve sales and customer relationships. Sales associates are paid an hourly wage plus a commission on sales of merchandise.

Your sales specialty team has been hired by MURPHY DEPARTMENT STORE's buyer (judge) to develop a plan that will improve the customer service provided by sales associates. You must describe your ideas for improving customer service by discussing the following topics:

- training/development
- building a clientele
- product knowledge
- suggestion selling

You will present your plan to the buyer (judge) in a meeting to take place in the buyer's (judge's) office. The buyer (judge) will begin the role-play by greeting you and asking to hear your analysis and recommendation. After you have presented your ideas and have answered the buyer's (judge's) questions, the buyer (judge) will conclude the role-play by thanking you for your work.

## **JUDGE'S INSTRUCTIONS**

You are to assume the role of buyer for MURPHY DEPARTMENT STORE, an upscale department store that carries high-end suits for men and women. You have hired a sales specialty team (participant team) to develop a plan to improve customer service.

MURPHY DEPARTMENT STORE, known for carrying high-end designer suits for men and women, has been in business for 50 years in the same upscale suburban location. You are concerned about the selling strategies used at the store. Increased competition and outlet malls carrying many designer brands have cut into the store's sales.

You have decided to have unidentified customers observe and record the service provided by the store's sales associates. Most of the sales associates did not actively greet customers to determine their needs. Many of the sales associates asked customers if they needed help and backed off when customers responded, "No thanks, I'm just looking." You believe that drastic changes must occur for the store to improve sales and customer relationships. Sales associates are paid an hourly wage plus a commission on sales of merchandise.

You have hired the sales specialty team (participant team) to develop a plan that will improve the customer service provided by sales associates. The sales specialists (participant team) must describe their ideas for improving customer service by discussing the following topics:

- training/development
- building a clientele
- product knowledge
- suggestion selling

The sales specialty team (participant team) will present their plan to you in meeting to take place in your office. You will begin the meeting by greeting the participants and asking to hear their ideas.

After the sales specialty team (participant team) has concluded their presentation, you are to ask the following questions of each participant team:

1. How important is it for upscale clothing stores to use a personalized approach with customers?
2. What sales promotions can MURPHY DEPARTMENT STORE use for our best customers?
3. Why should our company invest money to train sales associates about outstanding customer service?

Once the sales specialty team (participant team) has answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

## JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series direct.

*We thank you for your help.*

**JUDGE'S EVALUATION FORM**  
**BTDM**  
**STATE EVENT 2010**

**PERFORMANCE INDICATORS**

**DID THE PARTICIPANT:**

|  | <b>Exceeds<br/>Expectations</b> | <b>Meets<br/>Expectations</b> | <b>Below<br/>Expectations</b> | <b>Little/No<br/>Value</b> | <b>Judged<br/>Score</b> |
|--|---------------------------------|-------------------------------|-------------------------------|----------------------------|-------------------------|
| 1. Explain the nature and scope of the selling function?                         | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 2. Explain the role of customer service as a component of selling relationships? | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 3. Explain key factors in building a clientele?                                  | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 4. Demonstrate product knowledge?  | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 5. Explain the nature of positive customer relations?                            | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 6. Determine customer needs?   | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |
| 7. Demonstrate suggestion selling?   | 10-9                            | 8-7                           | 6-5-4                         | 3-2-1-0                    | _____                   |

**PRESENTATION**

|   | <b>Exceeds<br/>Expectations</b> | <b>Meets<br/>Expectations</b> | <b>Below<br/>Expectations</b> | <b>Little/No<br/>Value</b> | <b>Judged<br/>Score</b> |
|---|---------------------------------|-------------------------------|-------------------------------|----------------------------|-------------------------|
| 8. Clarity of expression                                      | 6-5                             | 4                             | 3-2                           | 1-0                        | _____                   |
| 9. Organization of ideas                                      | 6-5                             | 4                             | 3-2                           | 1-0                        | _____                   |
| 10. Showed evidence of mature judgment                        | 6-5                             | 4                             | 3-2                           | 1-0                        | _____                   |
| 11. Effective participation of both team members              | 6-5                             | 4                             | 3-2                           | 1-0                        | _____                   |
| 12. Overall impression and responses to the judge's questions | 6-5                             | 4                             | 3-2                           | 1-0                        | _____                   |

**TOTAL SCORE**

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