



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Customer Relations and Promotion

FOOD 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. Explain the nature of positive customer relations
2. Build and maintain relationships with customers
3. Develop rapport with customers
4. Explain the role of promotion as a marketing function
5. Explain the types of promotion

EVENT SITUATION

You are to assume the role of **Guest Relations Coordinator** for **Giant Foods** grocery stores. Giant Foods grocery store is a large grocery supermarket retail chain found across the United States. As the guest relations coordinator for Giant Foods, you oversee all guest relations throughout the company. The Chief Marketing Officer (CMO), Mr. /Ms. Chris Johnson (judge), has asked to meet with you to discuss the stores current guest loyalty program.

Giant Foods has over 100 stores, spread out across the country. Giant Foods has built a reputation of being a grocery store that understands that customers don't live to shop, but shop to live. Giant Foods strives to take the customer shopping experience to the next level by providing high quality products, spectacular variety, beautifully clean stores, and great hospitality for all its guests.

Part of Giant Food's culture has been to give back to those who loyally shop their store. One of the perks for loyal Giant Food customers has been Fuel Savers. To utilize this program, Giant Food guests shop for products marked with shelf signs throughout the store and in the weekly Fuel Saver advertisement. The more Giant Foods Fuel Saver products a guest buys each week, the more he/she can save on gas by swiping his/her card at the pump when he/she fills up a vehicle.

Until recently, the Fuel Savers program had been bringing in new customers and retaining current customers. Now that gas prices have started to decline again and become more affordable for consumers, guests are not as excited about the Fuel Savers perks. More specifically, recent marketing research conducted by SuperMarket News has shown that 72 percent of U.S. consumers would prefer that grocers offer discounts in the aisle instead of at the pump.

Although Fuel Savers still have relevance and value, research has confirmed that they are not a cure-all for building customer loyalty for Giant Foods. Giant Foods has always been a leader in guest relations among nationally recognized grocers, and as a result would like to be proactive in developing a new, more effective guest loyalty program. Because of this, the CMO of Giant Foods as has asked you to develop a new guest loyalty program. Your new loyalty program should focus on retaining current guests and attracting new guests to Giant Foods.

You will present your ideas to the CMO (judge) in a meeting to take place in the CMO's (judge's) office. The CMO (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the CMO's (judge's) questions, he/she will conclude the meeting 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 **Chief Marketing Officer (CMO)**, Mr. /Ms. Johnson (judge), for **Giant Foods** grocery stores. Giant Foods grocery store is a large grocery supermarket retail chain found across the United States. As the CMO for Giant Foods, you oversee all marketing relations throughout the company including your Guest Relations Coordinator (student). You have asked your guest relations coordinator to meet with you to discuss the stores current guest loyalty program.

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The guest relations coordinator (student) will present his/her ideas in a meeting to take place in your (judge's) office. You (judge) will begin the meeting by greeting the guest relations coordinator (student) 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. How will we know if our guests are utilizing and enjoying our new loyalty program?
 - a. *Possible Solution: We can conduct marketing research to get feedback on the program. Since the loyalty programs are connected to a card or some sort, we can easily track how often the card is being used and when customers are redeeming their rewards.*
 - b. How will we communicate the new guest loyalty program to guests and potential guests?
 - a. *Possible Solution:*
 - i. *In store promotions*
 - ii. *Word-of-mouth*
 - iii. *Develop a promotional mix*
 - iv. *Social media*

After the guest relations coordinator (student) has answered your (judge's) questions, you (judge) will conclude the meeting by thanking him/her for his/her 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.



FOOD MARKETING SERIES, 2016

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: CUSTOMER RELATIONS AND PROMOTION

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

		0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
1.	Explain the nature of positive customer relations	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Build and maintain relationships with customers	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Develop rapport with customers	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain the role of promotion as a marketing function	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain the types of promotion	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						