



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Selling

## **FOOD 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. Establish a relationship with customer/client
2. Convert customer/client objections into selling points
3. Recommend specific products
4. Close the sale
5. Plan follow-up strategies for use in retail selling

## EVENT SITUATION

You are to assume the role of OWNER of RUBI RED CRANBERRIES. As owner, you believe it is time to expand the business to local grocery stores and have set up a meeting with the owner of a local chain of grocery stores, Home Town Proud. The owner (judge), Mr./Ms. Rasmussen, has agreed to meet with you in his/her office to discuss the possibility of selling Rubi Reds Cranberries in their stores.

Rubi Red Cranberries is a small, family owned and operated business that packages and sells delicious, premium cranberry products. Rubi Reds Cranberries is proud to feature the finest quality sweetened dried cranberries grown and produced locally. In addition to growing, harvesting, and manufacturing the cranberries, Rubi Reds Cranberries also has a small retail store at the manufacturing facility. More specifically, Rubi Reds Cranberries is known for their one-of-a-kind specialty cranberry lines. Some of their specialty products include:

- variety of cranberry trail mixes
- chocolate covered cranberries
- various cranberry candies
- cranberry salsa
- cranberry pancake mix & sweet cranberry syrup
- sweetened dried cranberries
- sweet hot pepper cranberry relish
- gift trays
- cranberry bratwursts

Rubi Reds Cranberries retail storefront location has a decent amount of foot traffic, but you have come to the realization that it might be time for Rubi Reds Cranberries to consider distributing its products in local grocery stores. As owner, you know that this may decrease some of the foot traffic at the retail store since customers will be able to buy your products at local grocery stores; however, you believe that Rubi Reds Cranberries will experience more growth if you can reach a larger customer base in your community.

Although the owner of Home Town Proud grocery stores (judge) is committed to exceeding customer expectations with quality local products at competitive prices, he/she is not sure a product line based around cranberries is a good fit for his/her stores. Mr./Ms. Rasmussen (judge) questions whether the line of cranberry based products is too much of a specialty item for their store locations. With some hesitation, the owner has agreed to meet with you in regards to getting Rubi Reds Cranberries into their stores. You hope to communicate several reasons why you believe Rubi Reds Cranberries will successfully sell in Home Town Proud stores. Specifically, you will:

- Attempt to build a relationship with the client
- Recommend specific Rubi Reds Cranberries Products that fit the needs of Home Town Proud Customers
- Overcome Mr./Ms. Rasmussen's objection to selling Rubi Reds Cranberries' product in Home Town Proud
- Close the sale

You will present your opinion and ideas to the chain's owner (judge) in a meeting to take place in their office. Mr./Ms. Rasmussen will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered their questions, the owner will conclude the meeting by thanking you for your 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 Mr./Ms. Rasmussen, the OWNER of a small chain of local grocery stores, Home Town Proud. As owner of Home Town Proud, you have agreed to meet with a local business owner (participant) who hopes to sell his/her products, RUBI REDS CRANBERRIES, in your stores.

Rubi Red Cranberries is a small, family owned and operated business that packages and sells delicious, premium cranberry products. Rubi Reds Cranberries is proud to feature the finest quality sweetened dried cranberries grown and produced locally. In addition to growing, harvesting, and manufacturing the cranberries, Rubi Reds Cranberries also has a small retail store at the manufacturing facility. More specifically, Rubi Reds Cranberries is known for their one-of-a-kind specialty cranberry lines. Some of their specialty products include:

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Rubi Reds Cranberries retail storefront location has a decent amount of foot traffic, but you have come to the realization that it might be time for Rubi Reds Cranberries to consider distributing its products in local grocery stores. As owner, you know that this may decrease some of the foot traffic at the retail store since customers will be able to buy your products at local grocery stores; however, you believe that Rubi Reds Cranberries will experience more growth if you can reach a larger customer base in your community.

As the owner of Home Town Proud grocery stores, you (judge) are committed to exceeding customer expectations with quality local products at competitive prices, but you are not sure if a product line based around cranberries will be a good fit for your stores. You question whether the line of cranberry-based products is too much of a specialty item for your store locations. With some hesitation, you have agreed to meet with the owner (participant) of Rubi Reds Cranberries in regards to getting their products in your Home Town Proud stores. You have asked the owner of Rubi Reds Cranberries to communicate several reasons why they believe that Rubi Reds Cranberries will successfully sell in Home Town Proud stores. Specifically, they will:

- Attempt to build a relationship with you
- Recommend specific Rubi Reds Cranberries Products that fit the needs of Home Town Proud Customers
- Overcome your objections to selling Rubi Reds Cranberries' product in Home Town Proud
- Close the sale

The owner of Rubi Reds Cranberries (participant) will present his/her ideas in a meeting to take place in your office. You will begin the meeting by greeting the owner and asking to hear his/her ideas.

#### Judge Questions/Possible Solutions

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

1. How do you intend on introducing Rubi Reds Cranberries into Home Town Proud Stores?
  - a. *Possible Solutions: taste tests, displays, various promotional activities, point of purchase displays, etc.*
2. How will we know if distributing Rubi Reds Cranberries was a successful choice for both Home Town Proud stores and Rubi Reds Cranberries?
  - a. *Possible Solutions: increasing sales of Rubi Reds Cranberries products, amount of reorders, customer reactions, increased traffic to Home Town Proud stores, etc.*
3. If this line of products sells well in Home Town Proud stores, what will our next step be?
  - a. *Possible Solutions: develop a plan for repeat distribution, increase the number of Rubi Reds Cranberries product offerings in Home Town Proud stores, expand the distribution to more Home Town Proud locations, etc.*

After they have presented their and has answered your questions, you will conclude the meeting by thanking them for their time.

## 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**FOOD MARKETING, 2017**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT**

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA: SELLING**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Establish a relationship with customer/client	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Convert customer/client objections into selling points	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Recommend specific products	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Close the sale	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Plan follow-up strategies for use in retail selling	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						