



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Customer Relations/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. Demonstrate a customer-service mindset
3. Handle difficult customers
4. Describe the use of crisis management in public relations
5. Explain the impact of digital techniques on public relations practices

EVENT SITUATION

You are to assume the role as a **MARKETING MANAGER** for **FRESH MARKET FOODS** grocery store. As the marketing manager for Fresh Market Foods, the owner (judge), Mr./Ms. Harper, has asked to meet with you in hopes of handling a recent customer complaint and controlling the string of recent bad publicity as a result of the complaint.

Fresh Market Foods is a grocery store chain that prides itself on maintaining positive relationships with customers by preserving the philosophy of a hometown grocery store feel. At Fresh Market Foods, customers are treated as guests. With family at the core of the operation, Fresh Market Foods goal is to give each and every guest the personal attention and support that his/her own family would give. Since starting as a small family business, the Fresh Market Foods' brand has grown; and as a result, the company now operates more than 30 stores and employees more than 5,000 full and part-time employees.

In the fiercely competitive supermarket business, grocers are always looking for an edge over their rivals. In order to build the brand and set Fresh Market Foods grocery stores apart from the competition, Fresh Market Foods has always had Sample Saturday. Sample Saturday has been a staple in Fresh Market Foods for many years and has allowed thousands of customers to try new products every week. Each Saturday, customers are invited to sample a variety of products within Fresh Market Foods stores. Each department within the store offers one new product for customers to sample each week. Not only has this drawn in more customers each Saturday, but it has also increased sales as customers try new products each week and become hooked on those products.

Unfortunately, Sample Saturday has run into a snafu as more and more customers have food allergies. Although Fresh Market Foods has a food safety team and is diligent about helping notify customers of ingredients and the possibility of cross contamination, a customer recently had an anaphylactic reaction to a strawberry muffin provided during a recent Sample Saturday. Luckily, a Fresh Market Foods team member was nearby and saw the customer's struggle and utilized an EpiPen before calling for help. The customer is alive and well, but is understandably very upset by the situation.

Not only has the customer launched a social media attack against Fresh Market Foods, but many news outlets have caught wind of the situation as well. Mr./Ms. Harper would like to continue offering Sample Saturdays since it has become a staple that customers look forward to each week. Not to mention, the traffic builder has all proven to be a sales booster each week. However, in order to keep the Sample Saturdays each week, the owner is desperately seeking a stop to the string of bad publicity and would like to rectify the situation with the customer who had the reaction.

Ultimately, you agree with the owner that maybe the Sample Saturdays just needs to be fine-tuned with employees and customers being better informed about the ingredients and potential of cross contamination. As marketing manager, you understand that if customers can try products, they are more likely to purchase and become regular users of those products. Furthermore, you believe that the majority of customers would miss Sample Saturday and that sales of new products would fall if Fresh Market Foods did away with the traffic builder. You believe this string of bad publicity can be turned around and overcome. You hope to communicate all of this to your boss during your meeting.

Specifically, you will discuss:

- Cultivate a crisis management plan for the string of bad publicity
- Explain the nature of positive customer relations and a plan to handle the difficult customer
- Actions employees can take to ensure customer safety during Sample Saturdays

You will present your opinion and ideas to Mr./Ms. Harper in a meeting to take place in his/her office. The owner will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered any of the owner's questions, they 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 MR./MS. HARPER, OWNER OF FRESH MARKET FOODS grocery store. As owner, you have asked to meet with your marketing manager in hopes of handling a recent customer complaint and controlling the string of recent bad publicity as a result of the complaint.

Fresh Market foods is a grocery store chain that prides itself on maintaining positive relationships with customers by preserving the philosophy of a hometown grocery store feel. At Fresh Market foods, customers are treated as guests. With family at the core of the operation, Fresh Market Foods' goal is to give each and every guest the personal attention and support that his/her own family would give. Since starting as a small family business, the Fresh Market Foods' brand has grown; and as a result, the company now operates more than 30 stores and employs more than 5,000 full and part-time employees.

In the fiercely competitive supermarket business, grocers are always looking for an edge over their rivals. In order to build the brand and set Fresh Market Foods grocery stores apart from the competition, Fresh Market Foods has always had Sample Saturday. Sample Saturday has been a staple in Fresh Market Foods for many years and has allowed thousands of customers to try new products every week. Each Saturday, customers are invited to sample a variety of products within Fresh Market Foods stores. Each department within the store offers one new product for customers

to sample each week. Not only has this drawn in more customers each Saturday, but it has also increased sales as customers try new products each week and become hooked on those products.

Unfortunately, Sample Saturday has run into a snafu as more and more customers have food allergies. Although Fresh Market Foods has a food safety team and is diligent about helping notify customers of ingredients and the possibility of cross contamination, a customer recently had an anaphylactic reaction to a strawberry muffin provided during a recent Sample Saturday. Luckily, a Fresh Market Foods team member was nearby and saw the customer's struggle and utilized an EpiPen before calling for help. The customer is alive and well, but is understandably very upset by the situation.

Not only has the customer launched a social media attack against Fresh Market Foods, but many news outlets have caught wind of the situation as well. As owner of Fresh Market Foods, you would like to continue offering Sample Saturdays since it has become a staple that customers look forward to each week. Not to mention, the traffic builder has all proven to be a sales booster each week. However, in order to keep the Sample Saturdays each week, you are desperately seeking a stop to the string of bad publicity and would like to rectify the situation with the customer who had the reaction.

Ultimately, you know that your marketing manager agrees with you that the Sample Saturdays just needs to be fine-tuned with employees and customers being better informed the ingredients and potential of cross contamination. Your marketing manager understands that if customers can try products, they are more likely to purchase and become regular users of those products. Furthermore, you both believe that the majority of customers would miss Sample Saturday and that sales of new products would fall if Fresh Market Foods did away with the traffic builder. You agree that this string of bad publicity can be turned around and overcome. As a result, you have called a meeting with your marketing manager discuss the following:

- Cultivating a crisis management plan for the string of bad publicity
- Explaining the nature of positive customer relations and a plan to handle the difficult customer
- Determining actions employees can take to ensure customer safety during Sample Saturdays

The marketing manager (student) will present his/her ideas in a meeting to take place in your office. You will begin the meeting by greeting the marketing manager and asking to hear his/her ideas. After the marketing manager has presented his/her ideas and has answered any of your questions, you will conclude the meeting by thanking him/her for his/her work.

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

1. How will we know if our crisis management plan to control the bad publicity has worked?
 - a. *Possible Solutions: Attendance at Sample Saturday will improve, sales will increase, media coverage will be redirected towards the positive aspects of Fresh Market Foods, unfavorable social media posts will be down, etc...*
2. How will social media and other digital techniques play into our public relations practices in an effort to rectify this situation?
 - a. *Possible Solutions: Posts on social media can spread like wildfire, so it is important to address customer complaints. In addition, positive media should be shared to combat the negative situations. Traditional word-of-mouth techniques are amplified with the presence of social media.*

Once the marketing manager (participant) has presented their ideas and has answered your questions, you will conclude the meeting by thanking the marketing manager (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. **Explain the nature of positive customer relations:** Students should reiterate that building rapport with customers is important. The better experience customers have, the more likely that customer is to return to the store.
2. **Demonstrate a customer-service mindset:** Students should follow the marketing concept that states that the customer always comes first. Retailers need to do everything in their power to meet the needs of the customer.
3. **Handle difficult customers:** Businesses will not always see eye to eye with the customers, but they need to do everything in their power to satisfy the customer's needs.
4. **Describe the use of crisis management in public relations:** The student should explain practices to follow when a business gets bad publicity. For example, maybe they send out a press release or try and combat the negative publicity with something positive in the community.
5. **Explain the impact of digital techniques on public relations practices:** The student should explain how social media can impact public relations. While a business might want something positive to spread quickly through social media, the same thing can happen with negative publicity.



FOOD MARKETING SERIES, 2018

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations/Promotion

Did the participant:

Did the participant:		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the nature of positive customer relations	10-11	12-13	14	
2.	Demonstrate a customer-service mindset	10-11	12-13	14	
3.	Handle difficult customers	10-11	12-13	14	
4.	Describe the use of crisis management in public relations	10-11	12-13	14	
5.	Explain the impact of digital techniques on public relations practices	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