



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Selling

MARKETING MANAGEMENT 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 need for ongoing training as an employee.
2. Explain the selling process.
3. Acquire product information for use in selling.
4. Analyze product information to identify product features and benefits.
5. Identify product's/service's competitive advantage.

EVENT SITUATION

You are to assume the role of **Sales Manager** at **Johnson Golf**, a national retail golf chain. Johnson Golf carries the latest in all golf equipment, including: clubs, golf balls, bags, gloves, golf apparel, and accessories. The new line of *Titleist* and *TaylorMade* golf clubs for the upcoming season will hit the shelves in two weeks and your store is scheduled to receive an introductory shipment of clubs. The new *Titleist* and *TaylorMade* golf clubs have new features not available in older models, and your staff will need time to train to sell the new clubs when they arrive.

Johnson Golf has earned the reputation of having the most service-oriented sales force in the industry. Your store currently employs a staff of 17 people - 10 full-time and seven part-time. The sales staff is highly motivated and takes great pride in being part of a sales team that is recognized for having a service-oriented mindset. However, two years ago there was a similar situation with a new shipment of golf clubs and the sales staff was not properly trained and prepared. This resulted in angry customers, negative social media posts, less than impressive sales for the next three quarters, and the resignation of the previous sales manager. Your **Store Manager** (judge) has asked you to prepare an outline for a training plan to ensure that the debut of the new *Titleist* and *TaylorMade* golf clubs does not have similar results, and to ensure the sales staff is well-prepared and can live up to their reputation.

You will present your outline to the Store Manager (judge) in a role-play to take place in the Store Manager's (judge's) office. The Store manager (judge) will begin the role-play by greeting you and asking to hear your training plan. After you have presented your outline and have answered the Store Manager's (judge's) questions, the Store Manager (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'S ROLE-PLAY CHARACTERIZATION

You are to assume the role of **Store Manager** at **Johnson Golf**, a national golf retail chain. Johnson Golf carries the latest in all golf equipment, including: clubs, golf balls, bags, gloves, golf apparel, and accessories. The new line of *Titleist* and *TaylorMade* golf clubs for the upcoming season will hit the shelves in two weeks and your store is scheduled to receive an introductory shipment of clubs. The new *Titleist* and *TaylorMade* golf clubs have new features not available in older models, and your staff will need time to train to sell the new clubs when they arrive.

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The participant will present their training plan to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her training plan.

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

1. What plan is in place if consumer demand cannot be handled with the first shipment of new clubs?
2. Besides training the sales staff, what other strategic planning should be put in place?

Once the Sales Manager (participant) has finished and has answered your questions, you will conclude the role-play by thanking the Sales Manager (participant) for their 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.



MARKETING MANAGEMENT SERIES, 2015

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
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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 need for ongoing training as an employee.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the selling process.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Acquire product information for use in selling.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Analyze product information to identify product features and benefits.	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Identify business & product's/service's competitive advantage.	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						