



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. Establish a relationship with client/customer
2. Assess customer/client needs
3. Recommend specific product/service
4. Convert customer/client objections into selling points
5. Close the sale

EVENT SITUATION

You are to assume the role of a **Regional Manager** for a nationwide (non-unionized) delivery service, **JOHNSON DELIVERY SERVICE**. Johnson Delivery Service has an excellent reputation in the delivery service industry, with an exceptional staff of drivers and quality trucks. As part of your job, you are always trying to be pro-active in developing sales leads. Recently, you heard of a potential relationship with the Triple Graphics, a printer of different magazines, flyers, and inserts.

Triple Graphics is printing different national magazines for distribution throughout the United States. Their product line includes Sports Illustrated, Money Magazine, Time Magazine, and People to name a few. While Triple Graphics has been successful for many years, the current delivery business is not meeting deadlines for delivery of their publications. This has become a major issue with the lack of consistent & timely delivery of products.

Triple Graphics is looking ahead to the upcoming holiday season. Triple Graphics has a service contract with Easy Delivery which is due to expire at the end of this month.

Easy Delivery is currently involved in union labor negotiations that may lead to a strike. While in a similar situation five years ago, the drivers were on strike for six weeks. If this happens, Triple Graphics will be in trouble. It is critical for them to have a reliable carrier in place should the strike occur.

You are to make a sales presentation to the operations manager Mr./Miss Rudy Jones (judge) of Triple Graphics. At stake is a possible contract for your company.

Your prices are competitive with Easy Delivery. You are also authorized to implement a volume discount policy for Triple Graphics similar to the discount pricing they receive from Easy Delivery. Your company and Easy Delivery incur the same cost per delivery expenses--\$7.80 to ship a five-pound package—that are normal for the industry. Unfortunately, while Easy Delivery offers worldwide service, currently Johnson Delivery Service only offers service within North America. Johnson Delivery Service does have an excellent delivery rating.

The sales presentation will take place in Rudy Jones' (judge) office. The operations manager (judge) will begin the role-play by greeting you. Once you have made your presentation and have answered the operation manager's (judge's) questions, they are to conclude the role-play by stating that they will consider your proposal.

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./Miss Rudy Jones, operations manager for Triple Graphics, a printing order business that specializes in printing national magazines.

You are looking ahead to the upcoming holiday season. You have a contract with Easy Delivery, a package delivery service, for all of your delivery needs, which expires at the end of this month. This has become a major issue with the lack of consistent & timely delivery of products.

Easy Delivery is currently involved in union labor negotiations that may lead to a strike in the coming month. While in a similar situation five years ago, the drivers were on strike for six weeks. If this happens this year you will be in trouble. It is critical for you to have a reliable carrier in place should the strike occur.

You have a meeting scheduled with a regional manager (participant) for a nationwide (non-unionized) delivery service, JOHNSON DELIVERY SERVICE. Johnson Delivery Service has an excellent reputation in the delivery service industry, with an exceptional staff of drivers and quality trucks.

The regional manager (participant) for Johnson Delivery Service is to make a sales presentation to you. While you have scheduled the meeting to possibly contract with Johnson Delivery Service as a permanent delivery service.

Johnson Delivery Service prices are competitive with Easy Delivery. You also expect to receive a volume discount from Johnson Delivery Service similar to the discount pricing you receive from Easy Delivery. Johnson Delivery Service and Easy Delivery incur the same cost per delivery expenses--\$7.80 to ship a five-pound package—that are normal for the industry. Unfortunately, while Easy Delivery offers worldwide service, currently Johnson Delivery Service only offers service within North America. Johnson Delivery Service does have an excellent delivery rating.

The sales presentation will take place in your office. You are to begin the role-play by greeting the regional manager (participant).

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

1. Why do you think it is necessary for us to sign a contract now?
 - a. *Possible Solution: Lock up the service now. Clear and concise communication about service will not be interrupted regardless of the future.*

2. Complaints from our customers on our orders not arriving in a timely manner have increased. How you will you ensure this does not happen with your company?
 - a. *Possible Solution: By having everything outlined and in place for the holiday season. Outline a plan with deadlines.*

Once the regional manager (participant) has made his/her presentation and has answered your questions, you are to conclude the role-play by stating that you will consider his/her proposal.

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, 2016

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.	Establish a relationship with client/customer	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Assess customer/client needs	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Recommend specific product/service	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Convert customer/client objections into selling points	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Close the sale	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						