



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Selling

RETAIL MERCHANDISING 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 and scope of the selling function
2. Explain the role of customer service as a component of selling relationships
3. Analyze product information to identify product features and benefits
4. Discuss motivational theories that impact buying behaviors
5. Describe the use of technology in the selling function

EVENT SITUATION

You are a new **Sales Associate** at a very exclusive **jewelry store** located on 5th Avenue in New York City. This store has been in business for over 100 years, selling their items to high end customers and celebrities. You have been given an opportunity to complete a sales pitch for a set of jewelry to one of these high profile customers. The items you are selling are a pair of 2 carat diamond stud earrings, a 4 carat diamond bracelet and matching diamond necklace.

Features of the set include:

- 14 Karat White Gold Setting
- Lifetime warranty on all pieces
- Stone Type: Diamond
- Stone Shape: Round

You will need to complete an analysis of the product information and present your product features and benefits to the high profile customer (judge).

You need to explain the nature and scope of the selling function as it relates to a high-end retail store. Also, describe the importance of having great customer service as it relates to the component in selling relationships. You will present your jewelry options to your client (judge) based on motivational theories that impact buying behavior. Be sure to include different ways to use technology to make your sales pitch come alive for the high profile customer (judge).

You will be presenting your ideas in a role-play to take place in the meeting room at your jewelry store. The client (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your sales pitch you will answer the client's (judge) questions. The client 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 ROLE-PLAY CHARACTERIZATION

You are a high profile customer that is seeking a new jewelry set from a very exclusive jewelry store located on 5th Avenue in New York City. This store has been in business for over 100 years selling their items to high end customers and celebrities. You will be meeting with a new sales associate (participant) to complete a sales pitch for a set of jewelry. The items they have selected are a pair of 2 carat diamond stud earrings, a 4 carat diamond bracelet and matching diamond necklace.

Features of the set include:

- 14 Karat White Gold Setting
- Lifetime warranty on all pieces
- Stone Type: Diamond
- Stone Shape: Round

The sales associate (participant) will complete an analysis of the product information and present the product features and benefits to you (judge).

The sales associate (participant) will need to explain the nature and scope of the selling function as it relates to a high end retail store. Also, they will describe the importance of having great customer service as it relates to the component in selling relationships. The sales associate

(participant) will present your jewelry options based on motivational theories that impact buying behavior. They must be sure to include different ways to use technology to make their sales pitch come alive for the high profile customer (judge).

The sales associate (participant) will be presenting their ideas in a role-play to take place in the meeting room at the jewelry store. You (judge) will begin the role-play by greeting the sales associate (participant) and asking to hear their ideas. After they have presented their sales pitch, you (judge) will ask a couple questions.

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

1. What type of warranty will you provide on the pieces of jewelry you are offering?
 - a. *Possible Solutions: Competitors should explain the different types of warranties and go through a plan that justifies why they would either choose no warranty, full warranty, or limited warranty. A full warranty is covered for an extended amount of time for anything that happens to the product, and a limited warranty will only cover part of the issues that could arise with the product.*
2. Why do you feel motivational factors are so important in an exclusive retail setting?
 - a. *Possible Solutions: Using motivational factors can be important because it helps the buyer understand how important they are to your business. There are many theories that can lead to motivational purchases, but the bottom line is to make sure the buyer feels comfortable and happy with their purchase.*

After the sales associate (participant) has answered your questions, you will conclude the role play by thanking them 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.



RETAIL MERCHANDISING 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

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1. Explain the nature and scope of the selling function	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2. Explain the role of customer service as a component of selling relationships	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3. 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	
4. Discuss motivational theories that impact buying behaviors	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5. Describe the use of technology in the selling function	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					