



CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Selling

RETAIL MERCHANDISING 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 use of brand names in selling
2. Establish relations with clients/customers
3. Determine customer/client needs
4. Recommend specific product
5. Close the sale

EVENT SITUATION

Congratulations! You have just been promoted to TRAINER at the retail store, URBAN OUTFITTERS. This store has 12 different locations in the Midwest and you will be traveling to each of these stores to help train new and current employees. You will be meeting with Mr./Ms. Wegner, your Manager (judge), to discuss a potential training program for the current and new staff members as you get new products.

You have been told the current staff are part of Generation X or the Baby Boomer Generational Cohort and sometimes struggle with connecting to the Millennial Generation. As a millennial yourself, you will be able to teach your current and new staff how to effectively sell products that will satisfy this customer demographic.

The main target market of Urban Outfitters are trendsetting males and females between the ages 16 to 24. These individuals are looking for stylish and trendy products that represent their age group. Brand names matter greatly to them and they are always looking for the next big name. The product mix of Urban Outfitters varies but mainly has apparel for men and women, bedroom sets, furniture, wall décor, and accessories. The store typically gets new products in every couple of weeks.

You will need to set up a training program that covers the following information to help determine customer needs/wants:

- Explain the use of brand names in selling
- Establish relations with clients/customers
- Determine customer/client needs
- Recommend specific product
- Close the sale

The discussion will take place in your manager's office. Mr./Ms. Wegner (judge) will begin the meeting by asking you to share your training plan ideas. You are to address the situation and explain the concepts of positive customer relations and a positive working environment. After you have presented your ideas and have answered Mr./Ms. Wegner's questions, he/she will conclude the meeting by thanking you for your ideas.

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. Wegner, URBAN OUTFITTERS MANAGER, and will be meeting with your newly appointed Trainer (participant) to discuss a new training program.

Your new trainer will be meeting with you to discuss a new training program for current and new staff members. You are aware that many of your current staff at Urban Outfitters are made up of Generation X and Baby Boomer generations, and they sometimes struggle with connecting to the Millennial Generation. Your new trainer is a millennial, and you are hoping they will be able to teach your current and new staff how to sell effectively to this target demographic.

This store has 12 different locations in the Midwest, and you will be traveling to each of these stores to help train new and current employees. The main target market of Urban Outfitters are trendsetting males and females between the ages 16 to 24. These individuals are looking for stylish and trendy products that represent their age group. Brand names matter greatly to them and they are always looking for the next big name. The product mix of Urban Outfitters varies but mainly has apparel for men and women, bedroom sets, furniture, wall décor, and accessories. The store typically gets new products in every couple of weeks.

Your new trainer (participant) will highlight the following aspects in their new training plan to help determine customer needs/wants:

- Explain the use of brand names in selling
- Establish relations with clients/customers
- Determine customer/client needs
- Recommend specific product
- Close the sale

The discussion will take place in your office. You will begin the meeting by asking them to share their training plan ideas. The new trainer (participant) will need to address the situation and explain the concepts of positive customer relations and a positive working environment. After they have presented their ideas and have answered your questions, you will conclude the meeting by thanking them for their ideas.

Judge Questions/Possible Solutions:

During the course of the meeting you are to ask the following questions of all participants:

1. What advice would you give to your employees if they fail to close the sale?

If you fail to close the sale, that's okay. The biggest thing is to stay positive and friendly to the customer. I would always make sure to thank them for stopping in today, give them your card or contact information, and remind them to stop back any time if they change their mind.

2. If a customer comes in that is not part of the millennial generation how would you change your sales pitch?

If the customer is not part of the millennial generation, then the salesperson needs to remember their sales training and be able to fit the customer's needs with the products in the store. The sales person first needs to start with determining needs of the customer and then demonstrate different products that will fit those needs. Customer service is always key within sales and is important to treat all customers with the same respect.

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, 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
PERFORMANCE INDICATORS						
1.	Explain the use of brand names in selling	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Establish relations with clients/customers	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine customer/client needs	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Recommend specific product	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Close the sale	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						