



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Marketing / Selling

APPAREL AND ACCESSORIES 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 customer buying behavior.
2. Discuss actions employees can take to achieve company's desired results.
3. Demonstrate connections between company actions and results.
4. Discuss motivational theories that impact buying behavior.
5. Explain the role of customer service as a component of selling relationships.



EVENT SITUATION

You are to assume the role of store manager at ARTIFACT WATCH, a franchise watch retailer located in a large shopping mall that sells its own brand of watches. The district manager (judge) has asked you to develop a plan to improve the store's conversion rate.

ARTIFACT WATCH is a nationwide company known for its high quality, yet reasonably priced watches. ARTIFACT WATCH is the only watch retailer that offers a 15-year warranty with every watch purchase. Specializing in both men's and women's styles, ARTIFACT WATCH'S customers range in gender, age and socio-economic status. ARTIFACT WATCH prides itself on having a watch to fit everyone's needs.

The district manager (judge) met with you last week to discuss market research that was compiled for your particular store. The research indicates that 50% of people entering your store end up making a watch purchase at ARTIFACT WATCH. Of the people that do not make a purchase at your location, 20% make a watch purchase at one of ARTIFACT WATCH'S competitors in the mall. The research implies that the majority of shoppers that enter the store want to make a purchase.

The district manager (judge) has asked you to develop a plan to improve the conversion rate at your store. The district manager (judge) wants you to outline what steps can be taken to improve the conversion rate and how the staff will be trained to ensure success.

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

You are to assume the role of district manager at ARTIFACT WATCH, a franchise watch retailer located in shopping malls that sells its own brand of watches. You have asked a store manager (participant) to develop a plan to improve the store location's conversion rate.

ARTIFACT WATCH is a nationwide company known for its high quality, yet reasonably priced watches. ARTIFACT WATCH is the only watch retailer that offers a 15-year warranty with every watch purchase. Specializing in both men's and women's styles, ARTIFACT WATCH'S customers range in gender, age and socio-economic status. ARTIFACT WATCH prides itself on having a watch to fit everyone's needs.

You met with a store manager (participant) last week to discuss market research that was compiled for that particular store. The research indicates that 50% of people entering that store end up making a watch purchase at ARTIFACT WATCH. Of the people that do not make a purchase at that location, 20% make a watch purchase at one of ARTIFACT WATCH'S competitors in that mall. The research implies that the majority of shoppers that enter that store want to make a purchase.

You have asked the store manager (participant) to develop a plan to improve the conversion rate at that store location. You want the store manager (participant) to outline steps can be taken to improve the conversion rate and how the staff will be trained to ensure success.

The store manager (participant) will present the plan to you in a role-play to take place in your office. You will begin the role-play by greeting the store manager (participant) and asking to hear his/her ideas.

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

1. How can we make sure our sales staff is not too aggressive but still closes sales?
2. What is the most important quality when hiring a salesperson for ARTIFACT WATCH?

Once the store manager (participant) has presented the plan and has answered your questions, you will conclude the role-play by thanking the store 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.

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.

JUDGE'S EVALUATION FORM

AAM
SAMPLE EVENT

DID THE PARTICIPANT:

1. Explain customer buying behavior?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining customer buying behavior were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained customer buying behavior.

Meets Expectations

12, 13, 14, 15

Effectively explained customer buying behavior.

Exceeds Expectations

16, 17, 18

Very effectively explained customer buying behavior.

2. Discuss actions employees can take to achieve company's desired results?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at discussing actions employees can take to achieve company's desired results were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately discussed actions employees can take to achieve company's desired results.

Meets Expectations

12, 13, 14, 15

Effectively discussed actions employees can take to achieve company's desired results.

Exceeds Expectations

16, 17, 18

Very effectively discussed actions employees can take to achieve company's desired results.

3. Demonstrate connections between company actions and results?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at demonstrating connections between company actions and results were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately demonstrated connections between company actions and results.

Meets Expectations

12, 13, 14, 15

Effectively demonstrated connections between company actions and results.

Exceeds Expectations

16, 17, 18

Very effectively demonstrated connections between company actions and results.

4. Discuss motivational theories that impact buying behavior?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at discussing motivational theories that impact buying behavior were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately discussed motivational theories that impact buying behavior.

Meets Expectations

12, 13, 14, 15

Effectively discussed motivational theories that impact buying behavior.

Exceeds Expectations

16, 17, 18

Very effectively discussed motivational theories that impact buying behavior.

5. Explain the role of customer service as a component of selling relationships?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the role of customer service as a component of selling relationships were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the role of customer service as a component of selling relationships.

Meets Expectations

12, 13, 14, 15

Effectively explained the role of customer service as a component of selling relationships.

Exceeds Expectations

16, 17, 18

Very effectively explained the role of customer service as a component of selling relationships.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1, 2

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

3, 4, 5

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

6, 7, 8

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____