



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Promotion / 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 key factors in building a clientele.
2. Discuss motivational theories that impact buying behavior.
3. Explain the nature of a promotional plan.
4. Coordinate activities in the promotional mix.
5. Describe word-of-mouth channels used to communicate with targeted audiences.



EVENT SITUATION

You are to assume the role of manager at BOOK IT, a locally owned bookstore. The owner of the bookstore (judge) has asked you to create a plan for the bookstore to compete with other booksellers.

BOOK IT opened in 1990, several years before the Internet became a phenomenon. With its location in a historic building on a street full of quaint shops and its helpful, book-loving staff, BOOK IT quickly became a favorite shop. Since that time, several factors have developed that have affected the sales margin. The shop next door to BOOK IT has closed, leaving the space vacant. With a high employee turnover rate, many of the staff are no longer “true book-lovers.” Large box stores, the Internet and new technology have caused major competition when it comes to the price of books.

An Internet website devoted specifically to selling books at discounted prices and a chain big-box store have been involved in a book price war for the last year. To outsell each other, both entities keep dropping prices seemingly overnight. BOOK IT cannot compete with the heavily discounted prices. While BOOK IT still has a solid customer base, last year’s sales dropped significantly.

The owner of the bookstore (judge) has asked you to create a plan to compete with the discount booksellers. Your plan should include recognizing loyal customers as well as bringing in new customers, while keeping profitability and margins in mind.

You will present your plan to the owner (judge) in a role-play to take place in the owner’s (judge’s) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and have answered the owner’s (judge’s) questions, the owner (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 owner of BOOK IT, a locally owned bookstore. You have asked the store manager (participant) to create a plan for the bookstore to compete with other booksellers.

BOOK IT opened in 1990, several years before the Internet became a phenomenon. With its location in a historic building on a street full of quaint shops and its helpful, book-loving staff, BOOK IT quickly became a favorite shop. Since that time, several factors have developed that have affected the sales margin. The shop next door to BOOK IT has closed, leaving the space vacant. With a high employee turnover rate, many of the staff are no longer "true book-lovers." Large box stores, the Internet and new technology have caused major competition when it comes to the price of books.

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You have asked the store manager (participant) to create a plan to compete with the discount booksellers. The plan should include recognizing loyal customers as well as bringing in new customers, while keeping profitability and margins in mind.

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 participant and asking to hear about his/her ideas.

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

1. What do we have that the competition doesn't?
2. Does hiring a book-loving staff help our sales?

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

DID THE PARTICIPANT:

1. Explain key factors in building a clientele?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining key factors in building a clientele were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained key factors in building a clientele.

Meets Expectations

12, 13, 14, 15

Effectively explained key factors in building a clientele.

Exceeds Expectations

16, 17, 18

Very effectively explained key factors in building a clientele.

2. 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 weak.

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.

3. Explain the nature of a promotional plan?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the nature of a promotional plan were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the nature of a promotional plan.

Meets Expectations

12, 13, 14, 15

Effectively explained the nature of a promotional plan.

Exceeds Expectations

16, 17, 18

Very effectively explained the nature of a promotional plan.

4. Coordinate activities in the promotional mix?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at coordinating activities in the promotional mix were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately coordinated activities in the promotional mix.

Meets Expectations

12, 13, 14, 15

Effectively coordinated activities in the promotional mix.

Exceeds Expectations

16, 17, 18

Very effectively coordinated activities in the promotional mix.

5. Describe word-of-mouth channels used to communicate with targeted audiences?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at described word-of-mouth channels used to communicate with targeted audiences were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately described word-of-mouth channels used to communicate with targeted audiences.

Meets Expectations

12, 13, 14, 15

Effectively described word-of-mouth channels used to communicate with targeted audiences.

Exceeds Expectations

16, 17, 18

Very effectively described word-of-mouth channels used to communicate with targeted audiences.

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

Little/No Value

0, 1

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

Below Expectations

2, 3, 4

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

Meets Expectations

5, 6, 7

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

Exceeds Expectations

8, 9, 10

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

Judge's Initials _____

TOTAL SCORE _____