



OCCUPATIONAL CATEGORY
Retail Merchandising Series

INSTRUCTIONAL AREA
Economics

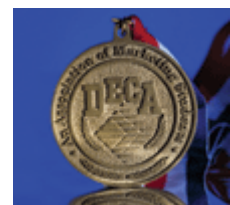
PARTICIPANT INSTRUCTIONS

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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the concept of private enterprise.
2. Explain the concept of competition.
3. Describe the concept of price.
4. Identify factors affecting a business's profits.
5. Persuade others.



EVENT SITUATION

You are to assume the role of sales associates for SPORTS INC., a large sporting goods store. You have asked to meet with the store's manager (judge) to present a proposal for a bidding opportunity.

SPORTS INC. offers a wide variety of sporting goods and related apparel and accessories that include a large athletic footwear department. The locally owned store is located in a city with the population of 125,000 that is home to three high schools, a technical college, a state university and a private college.

Your high school athletic director knows that you work at SPORTS INC. and has asked you if SPORTS INC might be interested in bidding on the high school's athletic sports items that are ordered on a yearly basis. The items include uniforms as well as equipment for football, soccer, track and field, cross country, softball, baseball, field hockey, volleyball, basketball, and wrestling. The athletic director has mentioned to you that dealing with a variety of suppliers in distant cities has become increasingly frustrating because of the duplication of paperwork necessary when dealing with different vendors and the amount of time spent following up on individual orders.

As an experienced sales associate at SPORTS INC. you know that, with a few exceptions, all of the equipment the athletic director purchases for the school is carried in your store. Those few items you do not carry can easily be ordered. Your store management commonly accepts suggestions from its employees that would improve or enhance the business. You believe that the suggestion to make a bid would offer a profitable venture for the store.

You have asked your manager (judge) to meet with you to discuss this opportunity. During the meeting you are to persuade the manager (judge) of the advantages of making a bid to SPORTS INC. You should be prepared to address the subject of competing with the larger suppliers.

You will present your proposal in a role-play that will take place in the manager's (judge's) office. The manager (judge) will begin the role-play by greeting you and asking what you would like to discuss. Once you have made your presentation and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your recommendations.

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 manager of SPORTS INC., a large sporting goods store. A sales associate (participant) has asked to meet with you to present a proposal for a bidding opportunity.

SPORTS INC. offers a wide variety of sporting goods and related apparel and accessories that include a large athletic footwear department. The locally owned store is located in a city with the population of 125,000 that is home to three high schools, a technical college, a state university and a private college.

A high school athletic director knows that one of the high school's students (participant) works as a sales associate at SPORTS INC. The athletic director has asked the sales associate (participant) if SPORTS INC. might be interested in bidding on the high school's athletic sports items that are ordered on a yearly basis. The items include uniforms as well as equipment for football, soccer, track and field, cross country, softball, baseball, field hockey, volleyball, basketball, and wrestling. The athletic director has mentioned to the sales associate (participant) that dealing with a variety of suppliers in distant cities has become increasingly frustrating because of the duplication of paperwork necessary when dealing with different vendors and the amount of time spent following up on individual orders.

The experienced sales associate (participant) knows that, with a few exceptions, all of the equipment the athletic director purchases for the school is carried in your store. Those few items you do not carry can easily be ordered. You commonly accept suggestions from employees that would improve or enhance the business. The sales associate (participant) believes that the suggestion to make a bid would offer a profitable venture for the store.

The sales associate (participant) has asked you to meet to discuss this opportunity. During the meeting the sales associate (participant) is to persuade you of the advantages of accepting a bid to SPORTS INC. The sales associate (participant) should be prepared to address the subject of competing with the larger suppliers.

The sales associate (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 sales associate (participant) and asking what he/she would like to discuss.

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

1. How can we match the prices of the large suppliers?
2. What services can we offer that the large suppliers cannot offer?
3. What is the best benefit we can “sell” to get this contract?
4. How is this going to benefit us for the future?

Once the sales associate (participant) has made his/her presentation and has answered your questions, you will conclude the role-play by saying you will consider his/her recommendations.

You are not to make any comment 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
Economics

DID THE PARTICIPANT:

1. Explain the concept of private enterprise?

Little/No Value
0, 2

Attempts at explaining the concept of private enterprise were inadequate or unclear.

Below Expectations
4, 6, 8

Adequately explained the concept of private enterprise.

Meets Expectations
10, 12, 14

Effectively explained the concept of private enterprise.

Exceeds Expectations
16, 18

Very effectively explained the concept of private enterprise.

2. Explain the concept of competition?

Little/No Value
0, 2

Attempts at explaining the concept of competition were inadequate or unclear.

Below Expectations
4, 6, 8

Adequately explained the concept of competition.

Meets Expectations
10, 12, 14

Effectively explained the concept of competition.

Exceeds Expectations
16, 18

Very effectively explained the concept of competition.

3. Describe the concept of price?

Little/No Value
0, 2

Attempts at describing the concept of price were inadequate or unclear.

Below Expectations
4, 6, 8

Adequately described the concept of price.

Meets Expectations
10, 12, 14

Effectively described the concept of price.

Exceeds Expectations
16, 18

Very effectively described the concept of price.

4. Identify factors affecting a business's profits?

Little/No Value
0, 2

Attempts at identifying factors affecting a business's profits were inadequate or unclear.

Below Expectations
4, 6, 8

Adequately identified factors affecting a business's profits.

Meets Expectations
10, 12, 14

Effectively identified factors affecting a business's profits.

Exceeds Expectations
16, 18

Very effectively identified factors affecting a business's profits.

5. Persuade others?

Little/No Value
0, 2

Attempts at persuading others were inadequate.

Below Expectations
4, 6, 8

Adequately persuaded others.

Meets Expectations
10, 12, 14

Effectively persuaded others.

Exceeds Expectations
16, 18

Very effectively persuaded others.

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 skills; answered the judge's questions adequately.

Meets Expectations
5, 6, 7

Effectively 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 _____