



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Marketing

## **RETAIL MANAGEMENT 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 30 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 15 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 visual merchandising in retailing.
2. Explain customer/client/business buying behavior.
3. Discuss actions employees can take to achieve the company's desired results.
4. Demonstrate connections between company actions and results.
5. Plan follow-up strategies for use in selling.



## EVENT SITUATION

You are to assume the role of senior vice president for WIRE TOWN, a national chain of retailers specializing in electronics and home appliances. The CEO of the chain (judge) has asked you to develop techniques to engage customers to make purchases at WIRE TOWN stores and eliminate show-rooming.

Annual sales figures for WIRE TOWN have remained steady for the last two years, keeping the chain profitable, but no significant increases. While that may seem positive, the sales figures for online sales of electronics and home appliances have jumped 72% in the last two years. Same store sales for WIRE TOWN are weakening and the success of online sales is the reason.

Consumers are much more knowledgeable about products, price and promotions because of the internet and smart phone usage. Consumers research all aspects of products and ensure they are paying the lowest price possible. Recently, consumers have been engaging in show-rooming. Show-rooming is when consumers examine merchandise in the physical store, but then make the purchase online. Because WIRE TOWN merchandise is significantly priced and meant to last for many years, show-rooming is extremely common at WIRE TOWN stores.

Show-rooming has been detrimental to WIRE TOWN for a number of reasons. First, and most important, it results in the loss of a sale. While customers do enter WIRE TOWN stores, they are not making purchases there. Second, show-rooming customers take up valuable time of employees. It is not uncommon for show-rooming customers to ask store employees questions and request demonstrations, all with the knowledge that they will not be purchasing products from that employee. And last, show-rooming leads to unnecessary wear and tear and sometimes damages model products due to constant examination.

The CEO of WIRE TOWN (judge) has asked you to develop techniques that will engage the customers that show-room and result in purchasing merchandise from the WIRE TOWN store. The CEO (judge) knows that simply price-matching will not sway show-roomers, other marketing techniques need to be in place.

You will present your marketing techniques to end show-rooming to the CEO (judge) in a role-play to take place in the CEO's (judge's) office. The CEO (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your techniques and have answered the CEO's (judge's) questions, the CEO (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 CEO for WIRE TOWN, a national chain of retailers specializing in electronics and home appliances. You have asked the senior vice president (participant) to develop techniques to engage customers to make purchases at WIRE TOWN stores and eliminate show-rooming.

Annual sales figures for WIRE TOWN have remained steady for the last two years, keeping the chain profitable, but no significant increases. While that may seem positive, the sales figures for online sales of electronics and home appliances have jumped 72% in the last two years. Same store sales for WIRE TOWN are weakening and the success of online sales is the reason.

Consumers are much more knowledgeable about products, price and promotions because of the internet and smart phone usage. Consumers research all aspects of products and ensure they are paying the lowest price possible. Recently, consumers have been engaging in show-rooming. Show-rooming is when consumers examine merchandise in the physical store, but then make the purchase online. Because WIRE TOWN merchandise is significantly priced and meant to last for many years, show-rooming is extremely common at WIRE TOWN stores.

Show-rooming has been detrimental to WIRE TOWN for a number of reasons. First, and most important, it results in the loss of a sale. While customers do enter WIRE TOWN stores, they are not making purchases there. Second, show-rooming customers take up valuable time of employees. It is not uncommon for show-rooming customers to ask store employees questions and request demonstrations, all with the knowledge that they will not be purchasing products

from that employee. And last, show-rooming leads to unnecessary wear and tear and sometimes damages model products due to constant examination.

You have asked the senior vice president (participant) to develop techniques that will engage the customers that show-room and result in purchasing merchandise from the WIRE TOWN store. You know that simply price-matching will not sway show-roomers, other marketing techniques need to be in place.

The senior vice president (participant) will present the marketing techniques to eliminate show-rooming to you in a role-play to take place in your office. You will begin the role-play by greeting the senior vice president (participant) and asking to hear his/her ideas.

After the senior vice president (participant) has presented the techniques, you are to ask the following questions of each participant:

1. Why is it important that customers buy products from a WIRE TOWN store versus our website?
2. How does the availability of the internet actually help our sales?
3. Is there a particular demographic that show-rooms less than others?

Once the senior vice president (participant) has answered your questions, you will conclude the meeting by thanking him/her 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. Please note that an overall score of 70% indicates a *minimum level of acceptable performance*.

### 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Demonstration	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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**RETAIL MANAGEMENT, 2014**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
SAMPLE EVENT

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:** Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the use of visual merchandising in retailing?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
2.	Explain customer/client/business buying behavior?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
4.	Demonstrate connections between company actions and results?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
5.	Plan follow-up strategies for use in selling?	0-1-2-3-4-5	6-7-8-9-10-11	12-13-14-15	16-17-18	
6.	Overall impression and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						