



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

AUTOMOTIVE SERVICES MARKETING SERIES

Thank you for agreeing to share your time and knowledge with DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all DECA students and staff, thank you for serving as a competitive events judge!



INDIVIDUAL SERIES EVENTS

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes two major parts: an exam and two role-play activities.
- You have been assigned to judge one of the two role-plays in one section of this event.
- In your section, you will judge 16 to 20 participants, who are only competing against each other in the preliminary competition. The top two performers from each section, after combining the exam and two role-play scores, will advance to final competition.
- The participant will be given a written scenario to review. In the role-play, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. As a judge, you will evaluate the participant's role-play performance on these tasks, follow-up questions and 21st Century Skills.

YOUR ROLE AS A JUDGE

- Carefully review the role-play and evaluation form to understand your characterization as a judge.
- Once you begin to see participants, after introductions, begin the 10-minute role-play.
- Following the participant's explanation for the solution to the role-play, ask questions related to the scenario that are provided in the event. Please ask the same questions to all participants for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. No printed reference materials, visual aids, etc., may be used.
- Close the role-play by thanking the participant for his/her work. Please do not provide any feedback to the participant.
- Use a pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participants throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 PARTICIPANT



1 ROLE-PLAY



PRESENTATION
TIME

*Thank you for
volunteering to evaluate
our emerging leaders and
entrepreneurs.*



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

AUTOMOTIVE SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Discuss the nature of customer relationship management.
2. Build and maintain relationships with customers.
3. Interpret business policies to customers/clients.
4. Discuss motivational theories that impact buying behavior.
5. Explain the nature of a promotional plan.

EVENT SITUATION

You are to assume the role of manager of TOP RIDE AUTO REPAIR, an automobile repair and service center. The owner (judge) has asked you to develop a customer referral program and determine strategies to communicate the program to customers.

TOP RIDE AUTO REPAIR is located in a metropolitan area that has over 50 other automotive repair and service centers, both national chains and independent shops. TOP RIDE AUTO REPAIR is an independent repair shop with two locations in the city. TOP RIDE AUTO REPAIR is one of only a handful of repair shops in the area that is open on Sundays.

With so many auto repair shops to choose from, the owner of TOP RIDE AUTO REPAIR (judge) feels that the best way to gain new customers is through the shop's existing customers. Both positive and negative reviews spread quickly through word-of-mouth comments, and the owner (judge) would like to take advantage of that.

In an effort to gain more positive word-of-mouth comments, the owner (judge) would like you to develop a customer referral program. A current customer would refer a new customer to TOP RIDE AUTO REPAIR and both the current customer and new customer would be rewarded. The owner (judge) wants to make certain current customers have a reason to keep referring business to TOP RIDE AUTO REPAIR, but is unsure how current customers and new customers should be rewarded.

Along with developing the new customer referral program, the owner (judge) wants you to determine strategies to communicate information about the new program to customers.

You will present your recommendations 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 recommendations 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. 21st Century Skills and 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 TOP RIDE AUTO REPAIR, an automobile repair and service center. You have asked the manager (participant) to develop a customer referral program and determine strategies to communicate the program to customers.

TOP RIDE AUTO REPAIR is located in a metropolitan area that has over 50 other automotive repair and service centers, both national chains and independent shops. TOP RIDE AUTO REPAIR is an independent repair shop with two locations in the city. TOP RIDE AUTO REPAIR is one of only a handful of repair shops in the area that is open on Sundays.

With so many auto repair shops to choose from, you feel that the best way to gain new customers is through the shop's existing customers. Both positive and negative reviews spread quickly through word-of-mouth comments and you would like to take advantage of that.

In an effort to gain more positive word-of-mouth comments, you would like the manager (participant) to develop a customer referral program. A current customer would refer a new customer to TOP RIDE AUTO REPAIR and both the current customer and new customer would be rewarded. You want to make certain current customers have a reason to keep referring business to TOP RIDE AUTO REPAIR, but are unsure how current customers and new customers should be rewarded.

Along with developing the new customer referral program, you want the manager (participant) to determine strategies to communicate information about the new program to customers.

The participant will present recommendations 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. Should there be a limit to how many referrals one customer can give?
2. Do you think there should be a minimum amount spent to warrant a referral reward?
3. Are there any possible negative consequences to this referral program?

Once the manager (participant) has presented recommendations 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.



**AUTOMOTIVE SERVICES MARKETING
SERIES, 2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Customer Relations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss motivational theories that impact buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of a promotional plan?	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						