



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Customer Relations

APPAREL AND ACCESSORIES 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. Explain the importance of merchandising to retailers.
2. Interpret business policies to customers/clients.
3. Handle customer/client complaints.
4. Demonstrate a customer-service mindset.
5. Show empathy for others.

EVENT SITUATION

You are to assume the role of a local store manager at OUTFITTERS, a chain of stores specializing in clothing for young men and women. A customer (judge) has approached the cash and wrap station and has requested a return of a clearance item purchased last week. You must explain the store's return policy on clearance items.

OUTFITTERS is located in a suburban shopping mall in a city of 150,000 people. The store is one of the busiest in the mall as it appeals to both young men and women. The OUTFITTERS chain was the number one clothing store among young Millennials in 2011, but has seen a pattern of declining same-store-sales in the past few years.

Last year, OUTFITTERS corporate office changed the company's merchandise return policy. All clearance items must be returned within three days of purchase. After three days, all clearance sales are final. All other merchandise is not affected and maintains a 30-day return policy. To communicate the change in the new clearance item return policy, every time a clearance item is sold, the sales associate must circle the policy printed on the receipt as well as verbally explain the policy to the customer.

A customer (judge) has approached you at the cash and wrap station and is demanding a refund on a clearance item that was purchased last week. It is well past the three-day window for returning a clearance item. When you asked for the customer's (judge's) sales receipt, the customer (judge) showed you an emailed receipt on a mobile phone. The customer (judge) chose to have the receipt emailed rather than printed. The clearance item return policy is listed on the emailed receipt, but it is not circled because it was emailed.

The customer (judge) is expecting a refund on the returned clearance item. You must explain the return policy to the customer (judge), explain why a retail store needs to clear out clearance items and demonstrate a customer-service mindset.

You will explain the clearance item return policy to the customer (judge) in a role-play to take place at the cash and wrap station. The customer (judge) will begin the role-play by greeting you and asking to return the clearance item. After you have explained the policy to the customer (judge) and have answered the customer's (judge's) questions, the customer (judge) will conclude the role-play by thanking you for your help.

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 a customer at OUTFITTERS, a chain of stores specializing in clothing for young men and women. You have approached the store manager (participant) at the cash and wrap station and have requested a return of a clearance item purchased last week. The store manager (participant) must explain the store's return policy on clearance items.

OUTFITTERS is located in a suburban shopping mall in a city of 150,000 people. The store is one of the stores in the mall as it appeals to both young men and women. The OUTFITTERS chain was the number one clothing store among young Millennials in 2011, but has seen a pattern of declining same-store-sales in the past few years.

Last year, OUTFITTERS corporate office changed the company's merchandise return policy. All clearance items must be returned within three days of purchase. After three days, all clearance sales are final. All other merchandise is not affected and maintains a 30-day return policy. To communicate the change in the new clearance item return policy, every time a clearance item is sold, the sales associate must circle the policy printed on the receipt as well as verbally explain the policy to the customer.

You have approached the store manager (participant) at the cash and wrap station and are demanding a refund on a clearance item that was purchased last week. It is well past the three-day window for returning a clearance item. When the store manager (participant) asked you for the sales receipt, you showed the store manager (participant) an emailed receipt on a mobile

phone. You chose to have the receipt emailed rather than printed. The clearance item return policy is listed on the emailed receipt, but it is not circled because it was emailed.

You are expecting a refund on the returned clearance item. The store manager (participant) must explain the return policy to you, explain why a retail store needs to clear out clearance items and demonstrate a customer-service mindset.

The participant will explain the clearance item return policy to you in a role-play to take place at the cash and wrap station. You will begin the role-play by greeting the participant and asking to return the clearance item.

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

1. What else can the employees or stores do to make certain customers understand the clearance item return policy?
2. How do clearance items affect a store's image?
3. Is it possible for me to receive a store credit rather than a refund?

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

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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



APPAREL AND ACCESSORIES MARKETING SERIES, 2018

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the importance of importance of merchandising to retailers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Show empathy for others?	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						