



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Product/Service Management

**AUTOMOTIVE SERVICES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

**21<sup>st</sup> 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. Describe factors used by marketers to position products/services.
2. Describe the role of customer voice in branding.
3. Identify product's/service's competitive advantage.
4. Discuss actions employees can take to achieve the company's desired results.
5. Handle customer/client complaints.

## EVENT SITUATION

You are to assume the role of general manager at a local TOPAZ MOTORS dealership. You are meeting with the dealership's sales manager (judge) to discuss how to best position the brand new mini-van model that has added safety features and a higher starting price than past models.

TOPAZ MOTORS offers a wide variety of vehicles ranging from a two-door coupe to an eight-passenger mini-van. Each year the manufacturer makes changes and/or additions to the new year's models to make them more marketable. One of the biggest changes in this year's models are the new safety features that now come standard in the mini-van, the TOPAZ *Round Up*.

For years, the *Round Up* has been one of TOPAZ'S best selling models, yet it ranks third in popularity among all mini-vans on the market. Auto publications claim that the *Round Up*'s less than stellar safety reviews are what drives customers to other brands. While TOPAZ has always offered extra safety features as an add-on package, customers were not willing to pay extra for what comes standard on other makes of mini-vans.

This year regulatory organizations that govern the automotive industry are enforcing new safety features on all vehicles. Features such as rearview back-up cameras that used to be an add-on feature are now required to be a standard feature on all mini-vans. TOPAZ has also included blind spot monitoring and seven total airbags to each *Round Up* making them standard features.

The addition of the new safety features has increased production costs significantly. To make up for it, the new *Round Up* will have a starting price of \$31,400. This is up from last year's model that started at \$26,400. Your dealership has already started seeing complaints about the higher price on the *Round Up* on the dealership website and on social media.

You are worried that customers will be turned off by the higher base price of the *Round Up*, even though the safety features are mandated to all automakers. You worry that if customers are forced to pay a higher price, they will choose a more popular make of mini-van rather than TOPAZ.

You are meeting with the dealership's sales manager (judge) who is in charge of the entire sales team and the administrator for the dealership's Facebook page. The sales manager (judge) and the sales team will be meeting with customers face-to-face and responding to Facebook messages about the new *Round Up*. You must discuss with the sales manager (judge) how to best position the *Round Up* to minimize the number of negative comments and turn objections into selling points.

You will discuss the new *Round Up* with the sales manager (judge) in a role-play to take place in the sales manager's (judge's) office. The sales manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have discussed the new *Round Up* and have answered the sales manager's (judge's) questions, the sales manager (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. 21<sup>st</sup> 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 sales manager at a local TOPAZ MOTORS dealership. You are meeting with the dealership's general manager (participant) to discuss how to best position the brand new mini-van model that has added safety features and a higher starting price than past models.

TOPAZ MOTORS offers a wide variety of vehicles ranging from a two-door coupe to an eight-passenger mini-van. Each year the manufacturer makes changes and/or additions to the new year's models to make them more marketable. One of the biggest changes in this year's models are the new safety features that now come standard in the mini-van, the TOPAZ *Round Up*.

For years, the *Round Up* has been one of TOPAZ'S best selling models, yet it ranks third in popularity among all mini-vans on the market. Auto publications claim that the *Round Up*'s less than stellar safety reviews are what drives customers to other brands. While TOPAZ has always offered extra safety features as an add-on package, customers were not willing to pay extra for what comes standard on other makes of mini-vans.

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The addition of the new safety features has increased production costs significantly. To make up for it, the new *Round Up* will have a starting price of \$31,400. This is up from last year's model that started at \$26,400. Your dealership has already started seeing complaints about the higher price on the *Round Up* on the dealership website and on social media.

The general manager (participant) is worried that customers will be turned off by the higher base price of the *Round Up*, even though the safety features are mandated to all automakers. The general manager (participant) worries that if customers are forced to pay a higher price, they will choose a more popular make of mini-van rather than TOPAZ.

You are in charge of the entire sales team and the administrator for the dealership's Facebook page. You and your sales team will be meeting with customers face-to-face and responding to Facebook messages about the new *Round Up*. You will be meeting with the general manager of the dealership (participant) to discuss how to best position the *Round Up* to minimize the number of negative comments and turn objections into selling points.

The participant will discuss the *Round Up* with 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. Describe the target market that is purchasing a new mini-van?
2. Aside from national advertising, what local things can our dealership do to promote the new mini-van?
3. Do you think this new mini-van could have a positive effect; more people concerned about safety will now consider buying a *Round Up*?

Once the general manager (participant) has discussed the strategy with you and has answered your questions, you will conclude the role-play by thanking the general 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.

<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 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING  
SERIES, 2017**

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

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

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT #2**

**INSTRUCTIONAL AREA  
Product/Service Management**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe factors used by marketers to position products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the role of customer voice in branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	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	
5.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						