



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion

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. Explain the nature of a promotional plan.
2. Coordinate activities in the promotional mix.
3. Identify communications channels used in sales promotion.
4. Explain key factors in building a clientele.
5. Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of general manager at JT'S AUTO BODY, a local vehicle repair shop. The owner of the shop (judge) wants you to create a promotional plan that will highlight the repair shop's inexpensive and effective automobile dent repair.

JT'S AUTO BODY is located within a city of 150,000 people. The business has been in operation for just over five years and has built a small, but loyal, clientele. Most customers visit JT'S AUTO BODY for basic upkeep such as oil changes, inspections, brake work and body work.

Just yesterday, the city experienced a severe thunderstorm that was accompanied by high winds and softball-sized hail. The storm brought damage to the city, including downed trees, loss of power, flooding and hail damage. Many residents that had vehicles parked outside during the storm have dents on their vehicles from the hail.

Dents from hail can be removed at JT'S AUTO BODY and at any other auto repair shop. While automobile insurance policies do cover hail dent removal, oftentimes the policy holder's deductible is higher than the cost of the repair, making it counterproductive to file a claim.

The owner (judge) wants to be the first auto repair shop in the city to promote the shop's inexpensive hail dent removal. The owner (judge) knows that many residents will be looking for dent removal services in the next several days and weeks and wants JT'S AUTO BODY to be who residents think of first.

The owner (judge) wants you to create a promotional plan that can be quickly executed to market JT'S AUTO BODY'S inexpensive and effective dent repair.

You will present your promotional plan 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 the plan 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 JT'S AUTO BODY, a local vehicle repair shop. You want the general manager (participant) to create a promotional plan that will highlight the repair shop's inexpensive and effective automobile dent repair.

JT'S AUTO BODY is located within a city of 150,000 people. The business has been in operation for just over five years and has built a small but loyal clientele. Most customers visit JT'S AUTO BODY for basic upkeep such as oil changes, inspections, brake work and body work.

Just yesterday, the city experienced a severe thunderstorm that was accompanied by high winds and softball-sized hail. The storm brought damage to the city, including downed trees, loss of power, flooding and hail damage. Many residents that had vehicles parked outside during the storm have dents on their vehicles from the hail.

Dents from hail can be removed at JT'S AUTO BODY and at any other auto repair shop. While automobile insurance policies do cover hail dent removal, oftentimes the policy holder's deductible is higher than the cost of the repair, making it counterproductive to file a claim.

You want to be the first auto repair shop in the city to promote the shop's inexpensive hail dent removal. You know that many residents will be looking for dent removal services in the next several days and weeks and want JT'S AUTO BODY to be who residents think of first.

You want the general manager (participant) to create a promotional plan that can be quickly executed to market JT'S AUTO BODY'S inexpensive and effective dent repair.

The participant will present ideas 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. Is it ethical to promote our services after a hail storm, when so many people have been negatively affected?
2. What do we need to include in our marketing plan to encourage new dent removal customers to become regular customers after their service?
3. Is this promotional plan only for this particular incident or can we utilize the same plan in the future?

Once the general manager (participant) has presented the plan 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.

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, 2019**

Participant: _____

I.D. Number: _____

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

**INSTRUCTIONAL AREA
Promotion**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of a promotional plan?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Coordinate activities in the promotional mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify communications channels used in sales promotion?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss motivational theories that impact buying behavior?	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						