



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

FOOD 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 positive customer relations.
2. Demonstrate a customer-service mindset.
3. Interpret business policies to customers/clients.
4. Assess long-term value and impact of actions on others.
5. Communicate core value of product/service.

EVENT SITUATION

You are to assume the role of director of customer relations for NEIGHBORHOOD MARKET, a grocery store chain that is primarily located in residential neighborhoods. The director of operations (judge) has asked you to analyze a dilemma with reserved parking spaces at the stores and determine the best solution.

NEIGHBORHOOD MARKET is a relatively new grocery store chain that is smaller than most supermarkets. Rather than carrying an extremely wide variety of brands and products, the chain limits its merchandise to food items and everyday household items. NEIGHBORHOOD MARKET stores do not have pharmacy services, cosmetics, bakeries, toys or seasonal items.

NEIGHBORHOOD MARKET has done remarkably well in profits and in customer service during its first two years in business. Shoppers love the convenience of having a grocery store in a residential neighborhood and do not seem to mind the limited inventory. The chain prides itself on its customer service, which includes always putting the customers' needs first.

One way that NEIGHBORHOOD MARKET demonstrates customer service is by reserving parking spaces near each of the stores' entrances for exclusive customers. The handicapped parking spaces are the closest reserved spaces at each location. Additional reserved parking spaces are available near the store entrance for senior citizens, expectant mothers, families with small children, active-duty military and veterans. A total of 25 special parking spaces are available at each store. While the parking spaces for individuals with disabilities are the only patrolled and enforced special parking spaces, the other reserved spaces were created simply to demonstrate positive customer relations.

Unfortunately, many shoppers at NEIGHBORHOOD MARKETS have complained about the number of special parking spaces. Those that do not fit into one of the criteria feel that they are forced to park further away due to a lack of non-reserved parking spaces near the front entrance to the store. There are now enough complaints that the director of operations (judge) feels that action must be taken or customers could be lost to a competitor.

The director of operations (judge) has asked you to analyze the reserved parking spaces and determine how to best resolve the issue while still demonstrating positive customer relations. The director (judge) would also like you to decide how to best communicate the changes to customers.

You will present your ideas to the director of operations (judge) in a role-play to take place in the director's (judge's) office. The director of operations (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the director's (judge's) questions, the director (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 director of operations for NEIGHBORHOOD MARKET, a grocery store chain that is primarily located in residential neighborhoods. You have asked the director of customer relations (participant) to analyze a dilemma with reserved parking spaces at the stores and determine the best solution.

NEIGHBORHOOD MARKET is a relatively new grocery store chain that is smaller than most supermarkets. Rather than carrying an extremely wide variety of brands and products, the chain limits its merchandise to food items and everyday household items. NEIGHBORHOOD MARKET stores do not have pharmacy services, cosmetics, bakeries, toys or seasonal items.

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Unfortunately, many shoppers at NEIGHBORHOOD MARKETS have complained about the number of reserved parking spaces. Those that do not fit into one of the criteria feel that they are forced to park further away due to a lack of available non-reserved parking spaces near the front entrance to the store. There are now enough complaints that you feel that action must be taken or customers could be lost to a competitor.

You have asked the director of customer relations (participant) to analyze the reserved parking spaces and determine how to best resolve the issue while still demonstrating positive customer relations. You would also like the director of customer relations (participant) to decide how to best communicate the changes to customers.

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. Why is it important to communicate our parking policies to our customers, especially any upcoming changes?
2. Is having reserved parking spaces beyond those with a handicapped parking permit beneficial to our store?
3. How can we tell if your suggestions make a positive or negative impact on our clientele?

Once the director of customer relations (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the director of customer relations (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.



FOOD MARKETING SERIES, 2019

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

I.D. Number: _____

INSTRUCTIONAL AREA
Customer Relations

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Demonstrate a customer-service mindset?	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.	Assess long-term values and impact of actions on others?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	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						