



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Marketing-Information Management

## **BUSINESS-TO-BUSINESS MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Conduct customer satisfaction studies.
2. Determine brand reputation.
3. Describe the need for marketing information.
4. Identify data monitored for marketing decision making.
5. Describe data collection methods.

## **CASE STUDY SITUATION**

You are the general manager and director of marketing for WE DELIVER, a company that is contracted by the local office of a major airline to handle misplaced luggage delivery. If the airline misplaces a customer's luggage, once it is recovered, the customer has the choice of returning to the local airport to retrieve the luggage or have the luggage delivered to a residence, business or hotel. WE DELIVER has customers' phone numbers, delivery address and email address for communication.

WE DELIVER works with the local office of a major airline. The airport the airline serves is considered relatively small, with only 30 gates, and is set in a community of 900,000 people. The city has grown substantially in the past five years. As a result, the airport is beginning construction on airport expansion. When construction is complete in roughly 2 years, the airport will have an additional terminal to hold 30 more gates.

The airline and WE DELIVER are in the middle of a three-year contract. When the time comes for contract renewal, the airport and the airline's presence at the airport will be much larger. WE DELIVER executives know that other delivery companies will be submitting proposals, so WE DELIVER is looking ahead by attempting to collect customer satisfaction data. Executives feel that proven customer satisfaction will put WE DELIVER ahead of other delivery companies.

For the past six months, WE DELIVER has included a link to a customer satisfaction survey on each receipt that is fastened to delivered luggage. Customers are asked to fill out a short three question survey. The first question asks if the luggage was received within 3 hours of arrival at the airport. The second question asks if the customer is satisfied with the luggage delivery service. The final question asks for additional comments.

While WE DELIVER thought a short customer satisfaction survey would yield good results, it did not. Only 10% of all customers filled out the survey. Another unforeseen obstacle was that customers chose to use the WE DELIVER survey as a method to communicate dissatisfaction with the airline's mishandling of their luggage. Customers mistook the WE DELIVER survey as the airline's survey, which resulted in many negative responses.

## **YOUR CHALLENGE**

In an attempt to gain useful customer satisfaction survey results, the owner of WE DELIVER wants you to create a new customer satisfaction study. The owner wants you to determine:

- Specific questions to ask customers that can be used for future negotiations
- Ways to ensure the answers reflect WE DELIVER'S services and not the airline's services
- Methods to communicate the study to customers
- Incentives for customers to participate in the study
- Audience for the new customer satisfaction study

You will present your ideas to the owner in a meeting to take place in the owner's office. Additional staff from the company may accompany the owner.



**BUSINESS-TO-BUSINESS MARKETING, 2018**

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

**JUDGE'S EVALUATION FORM**  
ICDC Final

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

**INSTRUCTIONAL AREA:**  
Marketing-Information Management

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

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Conduct customer satisfaction studies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine brand reputation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe the need for marketing data?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify data monitored for marketing decision making?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Describe data collection methods?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						