



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service 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. Identify a company's unique selling proposition.
2. Explain the role of customer service in positioning/image.
3. Communicate core values of product/service.
4. Set prices.
5. Explain factors affecting pricing decisions.

CASE STUDY SITUATION

You are the franchise owner and location manager for a local POUND PULSERS, a company that offers various products and services to assist with weight loss and maintenance. POUND PULSERS is the leading commercial provider of weight management services and boasts over one million members world wide.

POUND PULSERS has a membership fee of \$25.00 and charges \$50.00/month for members to have complete access to local meetings and all online tools and services. There are over 30,000 POUND PULSERS meeting locations across the globe, led by successful POUND PULSERS volunteers that have reached their weight loss goals. At the meetings, members weigh-in and then have a 30-minute educational session learning about new recipes, tips and success stories. The online tools and services include nutritional information, recipes, support groups, success stories, exercise and fitness tips and networking. Many members also track their weight loss online as well as attend the weekly meetings.

Along with meetings and an online presence, POUND PULSERS also has a wide variety of branded merchandise. There are dozens of POUND PULSERS cookbooks, journals, scales, fitness accessories, cooking equipment and a monthly magazine. An assortment of merchandise is available for purchase at each POUND PULSERS location, with all of it available on the website.

The new POUND PULSERS location that you and the regional manager have opened is located in a neighborhood with many business offices. The business park located just two blocks from POUND PULSERS has over twenty-five offices and an area two miles away has an additional twenty offices. There are several residential neighborhoods five miles from the location, as well. The new Pound Pulsers would join three others in the city of 400,000, but would be the only location in this area.

YOUR CHALLENGE

The regional manager of POUND PULSERS feels it would benefit your franchise to offer the businesses in the area special promotional pricing for employees that become members. The regional manager wants you to decide the following to ensure the success of your POUND PULSERS location:

- Special membership fee for business employees in the area
- Special monthly fees for business employees in the area
- Additional promotional products/services for business employees in the area
- Methods to effectively sell employee memberships to the area businesses
- Strategies to communicate the core values of POUND PULSERS to business decision makers

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



BUSINESS-TO-BUSINESS MARKETING, 2018

Participant: _____

JUDGE'S EVALUATION FORM
ICDC Preliminary

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

I.D. Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify a company's unique selling proposition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Set prices?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
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	
TOTAL SCORE						