



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

- Analyze product needs and opportunities.
- Generate product ideas.
- Assess product-packaging requirements.
- Analyze product information to identify product features and benefits.
- Explain the concept of marketing strategies.

CASE STUDY SITUATION

You are the director of sales and the director of product management at LODGE ADDITIONS, a hotel toiletry distributor. The company provides lodging facilities with a wide variety of toiletry items such as: single use shampoos, conditioners, lotions, shower gels, and bar soaps. LODGE ADDITIONS works with each account to set up shipping frequency and quantities.

LODGE ADDITIONS' largest client is CLOONEY PROPERTIES, a hospitality company that manages a large portfolio of hotel brands. LODGE ADDITIONS provides all of CLOONEY PROPERTIES limited-service and full service brands in the southern region with toiletries. The full service properties use a higher quality brand of toiletry items than the limited-service properties, but all are purchased from LODGE ADDITIONS.

The CLOONEY account is quite lucrative, with over 800 properties in the southern region that do business with LODGE ADDITIONS. The single use nature of the toiletries results in high shipping frequency and quantities. LODGE ADDITIONS currently provides the CLOONEY brands with single use bottles of shampoo and conditioner, body lotion, shower gel, bar soap, facial soap for use in all guest rooms. LODGE ADDITIONS also supplies the properties with a smaller amount of single use toothpaste and shaving cream for hotel guests that request those items.

As part of their corporate social responsibility program, CLOONEY PROPERTIES recently announced that all of their properties will soon be eliminating single use bottles of shampoo, conditioner and shower gels. Given the single use packaging of the products, they produce a large amount of waste. Instead, CLOONEY PROPERTIES will be switching to wall-mounted dispensers that will hold large quantities of shampoo, conditioner, and shower gel.

YOUR CHALLENGE

CLOONEY PROPERTIES will continue to purchase toiletry items from LODGE ADDITIONS, however, the frequency of orders and total sales volume will be reduced. To make up for the change, the president of LODGE ADDITIONS wants your team to generate a new product idea the company can add to its inventory that would appeal to CLOONEY PROPERTIES to purchase for hotel guests.

The president wants you to:

- Analyze product needs and opportunities in hotel guest rooms
- Generate a new product idea for LODGE ADDITIONS to sell to hotels for guest room use
- Determine new product's features and benefits
- Assess the product-packaging of new product idea
- Determine how LODGE ADDITIONS can market the new product to hotels

EVALUATION INSTRUCTIONS

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 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 director 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.



**BUSINESS-TO-BUSINESS MARKETING
2020**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Product/Service Management

Participant: _____

ID Number: _____

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Analyze product needs and opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Generate product ideas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Assess product-packaging requirements?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the concept of marketing strategies?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						