



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Customer Relations

**APPAREL AND ACCESSORIES MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the nature of positive customer relations.
- Build and maintain relationships with customers.
- Determine ways of reinforcing the company's image through employee performance.
- Explain key factors in building a clientele.
- Plan follow-up strategies for use in retail selling.

## EVENT SITUATION

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You are to assume the role of a store manager for LANEY BEE, a chain specializing in plus-size women's apparel. A rival store in the area will be closing its doors soon and the LANEY BEE district manager (judge) decided that your store location will honor a rival company's gift cards for 30-days. The district manager (judge) wants you to determine how your store employees can use positive customer relations to turn those customers into loyal LANEY BEE customers.

LANEY BEE is a national apparel chain with over 700 stores. The location you manage is in a city with only 20,000 people. There is another plus-sized women's apparel store in the same city named JULIETTE. JULIETTE is a regional chain and has only 25 total locations. While LANEY BEE and JULIETTE both sell plus-sized women's apparel, LANEY BEE's products are considered better quality and are priced higher than JULIETTE's products.

Sadly, JULIETTE will be closing all 25 stores soon. When the closings were announced, JULIETTE customers were given two weeks to use any acquired JULIETTE gift cards before they would become void of value. While many JULIETTE shoppers took advantage of the notice and used their gift cards, many shoppers are now left with JULIETTE gift cards that are worthless.

The district manager of LANEY BEE (judge) decided that your store location will honor JULIETTE gift cards for the next 30 days. The district manager (judge) wants you to determine:

- How honoring JULIETTE's gift cards could lead to a larger clientele
- How LANEY BEE store employees can build relationships with customers using a JULIETTE gift card at purchase
- Follow-up strategies that will result in future store visits and sales

You will present your ideas to the district manager (judge) in a role-play to take place in the district manager's (judge's) office. The district manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the district manager's (judge's) questions, the district manager (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a district manager for LANEY BEE, a chain specializing in plus-size women's apparel. A rival store your district area will be closing its doors soon and you have decided that a local LANEY BEE store location will honor a rival company's gift cards for 30-days. You want the local store manager (participant) to determine how the local store employees can use positive customer relations to turn those customers into loyal LANEY BEE customers.

LANEY BEE is a national apparel chain with over 700 stores. The location you manage is in a city with only 20,000 people. There is another plus-sized women's apparel store in the same city named JULIETTE. JULIETTE is a regional chain and has only 25 total locations. While LANEY BEE and JULIETTE both sell plus-sized women's apparel, LANEY BEE's products are considered better quality and are priced higher than JULIETTE's products.

Sadly, JULIETTE will be closing all 25 stores soon. When the closings were announced, JULIETTE customers were given two weeks to use any acquired JULIETTE gift cards before they would become void of value. While many JULIETTE shoppers took advantage of the notice and used their gift cards, many shoppers are now left with JULIETTE gift cards that are worthless.

You decided that a local LANEY BEE location will honor JULIETTE gift cards for the next 30 days. You want the store manager (participant) to determine:

- How honoring JULIETTE's gift cards could lead to a larger clientele
- How LANEY BEE store employees can build relationships with customers using a JULIETTE gift card at purchase
- Follow-up strategies that will result in future store visits and sales

The participant will present information 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. How can we communicate this 30-day plan to JULIETTE gift card holders?
2. How does JULIETTE'S store closings positively affect LANEY BEE?

Once the store manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the store manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**APPAREL AND ACCESSORIES MARKETING SERIES  
2020**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #1

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

**INSTRUCTIONAL AREA:**  
Customer Relations

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine ways of reinforcing the company's image through employee performance?	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.	Plan follow-up strategies for use in retail selling?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						