



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Selling

APPAREL AND ACCESSORIES MARKETING 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 demonstrate the 21st 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.

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

- Explain the nature and scope of the selling function.
- Explain the role of customer service as a component of selling relationships.
- Discuss motivational theories that impact buying behavior.
- Explain key factors in building a clientele.
- Identify components of a retail image.

EVENT SITUATION

You are to assume the role of the director of sales for FOUNTAIN OF STYLE, a clothing store that sells mainstream professional apparel and accessories. The director of marketing (judge) wants you to analyze a possible change in the company's customer rewards program and decide how the change would affect sales.

FOUNTAIN OF STYLE offers professional work attire for both men and women. The company is considered mainstream luxury; meaning the prices are above average but still affordable. To keep customers loyal, the company began a rewards program five years ago. When making a purchase in stores, the customer provides his/her phone number at check-out and earns points per dollar spent. When making a purchase online, the customer also may enter a phone number to earn points per dollar spent. Once enough points are accumulated, special rewards coupons are mailed or emailed to the customer offering 25% off, 50% off or even 75% off any one item.

The rewards program rules state that the special rewards coupons are not transferrable; meaning a customer cannot share the special rewards coupon with a friend or relative. After years of consistent complaints from customers, executives are considering a change to that rule. Before a decision is made, the director of marketing (judge) wants you to analyze the following:

- How would allowing rewards coupons to be transferable or shareable help sales?
- How would allowing rewards coupons to be transferable or shareable hurt sales?
- How would allowing rewards coupons to be shared positively or negatively affect FOUNTAIN OF STYLE's image?
- What is the final recommendation?

You will present your analysis to the director of marketing (judge) in a role-play to take place in the director of marketing's (judge's) office. The director of marketing (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the analysis and have answered the director of marketing's (judge's) questions, the director of marketing (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. Participant Instructions, 21st 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 the director of marketing for FOUNTAIN OF STYLE, a clothing store that sells mainstream professional apparel and accessories. You want the director of sales (participant) to analyze a possible change in the company's customer rewards program and decide how the change would affect sales.

FOUNTAIN OF STYLE offers professional work attire for both men and women. The company is considered mainstream luxury; meaning the prices are above average but still affordable. To keep customers loyal, the company began a rewards program five years ago. When making a purchase in stores, the customer provides his/her phone number at check-out and earns points per dollar spent. When making a purchase online, the customer also may enter a phone number to earn points per dollar spent. Once enough points are accumulated, special rewards coupons are mailed or emailed to the customer offering 25% off, 50% off, or even 75% off any one item.

The rewards program rules state that the special rewards coupons are not transferrable; meaning a customer cannot share the special rewards coupon with a friend or relative. After years of consistent complaints from customers, executives are considering a change to that rule. Before a decision is made, you want the director of sales (participant) to analyze the following:

- How would allowing rewards coupons to be transferable or shareable help sales?
- How would allowing rewards coupons to be transferable or shareable hurt sales?
- How would allowing rewards coupons to be shared positively or negatively affect FOUNTAIN OF STYLE's image?
- What is the final recommendation?

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. Do we need to communicate the final recommendation to our customers?

2. Why do retailers have customer rewards programs?

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

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

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.



**APPAREL AND ACCESSORIES MARKETING SERIES
2021**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1 - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Selling

ID Number: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss motivational theories that impact buying behavior?	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.	Identify components of a retail image?	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						