



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Customer Relations

**AUTOMOTIVE SERVICES 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.
- Demonstrate a customer-service mindset.
- Reinforce service orientation through communication.
- Determine ways of reinforcing the company's image through employee performance.
- Communicate core values of product/service.

## EVENT SITUATION

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You are to assume the role of the service manager for a local LEADER MOTORS dealership, a manufacturer and marketer of automobiles. The general manager of the local dealership (judge) wants you to determine how to make the service department's waiting room more pleasant for customers that need to wait for extended periods of time.

The service department at LEADER MOTORS is always busy. Not only do loyal customers bring their automobiles in for maintenance and service, but new customers come in often to take advantage of a promotion or have an older vehicle serviced.

The number one complaint at LEADER MOTORS, and at all vehicle service centers across the nation, is the amount of wait time customers endure before their vehicles are ready to go. The majority of service centers across the nation now offer a television, coffee kiosk, bottled water and comfortable chairs. While this is appreciated, customers feel it is not enough. In addition, customers also complain that they do not know an appropriate time frame for how long it will take to service vehicles and where their vehicles are in the service process.

The general manager (judge) wants you to determine how to make the waiting area inside the service center better equipped for optimal customer service. Currently, the waiting area has comfortable chairs, free bottled water, a coffee kiosk and a television. Also, there are no employees that work in the waiting room area nor is there any indication on service waiting times available to customers in the waiting area.

You will present your promotional ideas to the general manager (judge) in a role-play to take place in the general manager's (judge's) office. The general 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 general manager's (judge's) questions, the general 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. Participant Instructions, 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 the general manager for a local LEADER MOTORS dealership, a manufacturer and marketer of automobiles. You want the service manager (participant) to determine how to make the service department's waiting room more pleasant for customers that need to wait for extended periods of time.

The service department at LEADER MOTORS is always busy. Not only do loyal customers bring their automobiles in for maintenance and service, but new customers come in often to take advantage of a promotion or have an older vehicle serviced.

The number one complaint at LEADER MOTORS, and at all vehicle service centers across the nation, is the amount of wait time customers endure before their vehicles are ready to go. The majority of service centers across the nation now offer a television, coffee kiosk, bottled water and comfortable chairs. While this is appreciated, customers feel it is not enough. In addition, customers also complain that they do not know an appropriate time frame for how long it will take to service vehicles and where their vehicles are in the service process.

You want the service manager (participant) to determine how to make the waiting area inside the service center better equipped for optimal customer service. Currently, the waiting area has comfortable chairs, free bottled water, a coffee kiosk and a television. Also, there are no employees that work in the waiting room area nor is there any indication on service waiting times available to customers in the waiting area.

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 do customer relations affect our profit margin?
2. How can we tell if our waiting area additions are effective?

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



**AUTOMOTIVE SERVICES MARKETING SERIES  
2021**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #2 - VIRTUAL

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.                                    | Demonstrate a customer-service mindset?   | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Reinforce service orientation through communication?                            | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | 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             |              |
| 5.                                    | Communicate core values of product/service?                                     | 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>                    |   |                 |                    |                    |                      |              |