



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Customer Relations

**BUSINESS 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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- Demonstrate a customer-service mindset.
- Interpret business policies to customers/clients.
- Reinforce service orientation through communication.
- Discuss motivational theories that impact buying behavior.
- Communicate core values of product/service.

## EVENT SITUATION

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You are to assume the role of the customer service manager at FORWARDLINK, a technology company that provides network services, security, cloud solutions and other communications services. The director of sales (judge) wants you determine how customer service representatives can encourage customers not to downgrade bandwidth after the worldwide pandemic.

During the worldwide pandemic, a large number of FORWARDLINK customers requested an increase in household bandwidth. Adults working from home and children participating in online learning caused families to have an immediate need for additional bandwidth to keep online connections speedy. Now that the environment has returned to normal, many of those same customers are requesting to decrease their household bandwidth back to the original speed.

The director of sales (judge) wants the customers calling FORWARDLINK requesting a decrease in bandwidth to be persuaded to remain with their current increased bandwidth. The director of sales (judge) has agreed to a “50% off for 3-months” promotion for customers that agree to the higher bandwidth.

The director of sales (judge) wants you to outline how all customer service representatives, while speaking with customers requesting to lower bandwidth speed, can encourage them to remain at the higher bandwidth speed.

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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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

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You are to assume the role of the director of sales at FORWARDLINK, a technology company that provides network services, security, cloud solutions and other communications services. You want the customer service manager (participant) to determine how customer service representatives can encourage customers not to downgrade bandwidth after the worldwide pandemic.

During the worldwide pandemic, a large number of FORWARDLINK customers requested an increase in household bandwidth. Adults working from home and children participating in online learning caused families to have an immediate need for additional bandwidth to keep online connections speedy. Now that the environment has returned to normal, many of those same customers are requesting to decrease their household bandwidth back to the original speed.

You want the customers calling FORWARDLINK requesting a decrease in bandwidth to be persuaded to remain with their current increased bandwidth. You have agreed to a “50% off for 3-months” promotion for customers that agree to the higher bandwidth.

You want the customer service manager (participant) to outline how all customer service representatives, while speaking with customers requesting to lower bandwidth speed, can encourage them to remain at the higher bandwidth speed.

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 does offering a 50% off promotion help our company?
2. Why should or shouldn't our representatives offer customers additional FORWARDLINK services during the phone call?
3. What should we do if customers still insist on downgrading their bandwidth after three months when their 50% off promotion expires?

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



**BUSINESS 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.	Demonstrate a customer-service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	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.	Discuss motivational theories that impact buying behavior?	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>						