



CAREER CLUSTER

Marketing

CAREER PATHWAY

Merchandising

INSTRUCTIONAL AREA

Selling

RETAIL MERCHANDISING SERIES 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 key factors in building a clientele.
- Explain the role of customer service as a component of selling relationships.
- Determine customer/client needs.
- Build and maintain relationships with customers.
- Discuss motivational theories that impact buying behavior.

EVENT SITUATION

You are to assume the role of a district manager at PROJECT NOW, a regional retailer of home improvement stores. The senior vice president (judge) wants you to determine how the chain can cultivate relationships with its customers in the garden department that will lead to PROJECT NOW loyalty.

PROJECT NOW offers customers products for do-it-yourself projects; including tools, construction projects and items needed for repairs. All PROJECT NOW locations also feature a covered outdoor garden department that is open January through October that features plants, flowers, seeds, soil and all other gardening tools and accessories.

It was recently reported that Millennials spent \$13 billion on gardening supplies in 2019. The majority of Project Now's garden section shoppers are Millennials, both men and women. The majority of PROJECT NOW's shoppers in other departments are Generation X and young Baby Boomers.

The senior vice president (judge) wants PROJECT NOW to build and maintain relationships with the Millennial garden department customers that will go beyond simply selling gardening supplies. The senior vice president (judge) wants your ideas on how to cultivate the relationship with garden department customers that will build loyalty to PROJECT NOW and lead to increased sales overall.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the senior vice president's (judge's) questions, the senior vice president (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 senior vice president at PROJECT NOW, a regional retailer of home improvement stores. You want a district manager (participant) to determine how the chain can cultivate relationships with its customers in the garden department that will lead to PROJECT NOW loyalty.

PROJECT NOW offers customers products for do-it-yourself projects; including tools, construction projects and items needed for repairs. All PROJECT NOW locations also feature a covered outdoor garden department that is open January through October that features plants, flowers, seeds, soil and all other gardening tools and accessories.

It was recently reported that Millennials spent \$13 billion on gardening supplies in 2019. The majority of Project Now's garden section shoppers are Millennials, both men and women. The majority of PROJECT NOW's shoppers in other departments are Generation X and young Baby Boomers.

You want PROJECT NOW to build and maintain relationships with the Millennial garden department customers that will go beyond simply selling gardening supplies. You want the district manager's (participant's) ideas on how to cultivate the relationship with garden department customers that will build loyalty to PROJECT NOW and lead to increased sales overall.

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. Would it add value to open the garden department 12 months/year?
2. How will the company be able to tell if your ideas are effective?
3. How do your ideas specifically target Millennials?

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



**RETAIL MERCHANDISING 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 key factors in building a clientele? | 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. | Determine customer/client needs? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Build and maintain relationships with customers? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Discuss motivational theories that impact buying behavior? | 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 | | | | | | |