



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Selling

## **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 selling process.
- Analyze product information to identify product features and benefits.
- Discuss motivational theories that impact buying behavior.
- Identify product's/service's competitive advantage.
- Demonstrate a customer-service mindset.

## EVENT SITUATION

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You are to assume the role of the assistant manager at a local CRAYTON CAR RENTAL, a company that rents a variety of vehicle types. The general manager (judge) has asked you to instruct current customer service representatives on how to effectively up-sell due to a shortage of vehicles in stock.

The local CRAYTON CAR RENTAL has five reservations for the *Standard SUV* on Friday. Unfortunately, there are only four *Standard SUV* models available on Friday at this location. The general manager (judge) is hopeful that one of the customers can be persuaded to upgrade to the *Intermediate SUV*.

The *Standard SUV* fits five people and is priced at \$200/day. The *Intermediate SUV* fits up to seven people and has more legroom and trunk space than the *Standard SUV*. The *Intermediate* has all leather interior and advanced technology. It is priced at \$250/day, but the general manager (judge) is willing to offer the *Intermediate SUV* for \$220/day, as an up-sell special to any of the five customers with a *Standard SUV* reservation.

The general manager (judge) has asked you to outline an effective training for the customer service representatives on how to up-sell customers to the *Intermediate SUV*. You will review the proposed training with the general manager (judge).

You will present your training outline 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 at a local CRAYTON CAR RENTAL, a company that rents a variety of vehicle types. You have asked the assistant manager (participant) to instruct current customer service representatives on how to effectively up-sell due to a shortage of vehicles in stock.

The local CRAYTON CAR RENTAL has five reservations for the *Standard SUV* on Friday. Unfortunately, there are only four *Standard SUV* models available on Friday at this location. You are hopeful that one of the customers can be persuaded to upgrade to the *Intermediate SUV*.

The *Standard SUV* fits five people and is priced at \$200/day. The *Intermediate SUV* fits up to seven people and has more legroom and trunk space than the *Standard SUV*. The *Intermediate* has all leather interior and advanced technology. It is priced at \$250/day, but you are willing to offer the *Intermediate SUV* for \$220/day, as an up-sell special to any of the five customers with a *Standard SUV* reservation.

You have asked the assistant manager (participant) to outline an effective training for the customer service representatives on how to up-sell customers to the *Intermediate SUV*. The assistant manager (participant) will review the proposed training with you.

The participant will present the training 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. What do you recommend we do if none of the customers agree to the up-sell?
2. How do you think up-selling affects our company brand image?

Once the assistant manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the assistant 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  
2022**

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

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

**INSTRUCTIONAL AREA:**  
Selling

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the selling process?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Analyze product information to identify product features and benefits?	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.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate a customer-service mindset?	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>						