

CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

**MARKETING MANAGEMENT SERIES EVENT
PARTICIPANT INSTRUCTIONS**

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Communicate core value of product/service.
2. Identify company's unique selling proposition.
3. Discuss motivational theories that impact buying behavior.
4. Explain key factors in building a clientele.
5. Explain the role of customer service as a component of selling relationships.

EVENT SITUATION

You are to assume the role of marketing specialist at TRAINER PRO, a brand of high performance athletic shoes. The director of marketing (judge) has asked you to determine how in-home parties can be used to generate buzz for the TRAINER PRO brand.

TRAINER PRO athletic shoes are available for both men and women. The company offers shoes specifically for running, walking and cross-training with styles ranging from traditional to trendy. Pedometers, sweatbands, accessory clips, water bottles and key chains that feature the TRAINER PRO logo are also available for purchase wherever the TRAINER PRO shoes are sold.

In the last three years, a new phenomenon in brand awareness has emerged, the in-home party. Brand executives find party hosts and attendees that are the ideal demographic for the product, and brand parties are thrown at the hosts' homes. Company representatives decide on activities that will connect the party attendees to the brand. The goal of the in-home party is to generate buzz for the brand among its exact demographic.

TRAINER PRO has seen a significant decline in sales over the last year due to the introduction of another brand of athletic shoe that sells at a much lower price. The director of marketing of TRAINER PRO (judge) feels that in-home parties will create new buzz for the brand, allow for reconnection with old customers, be a chance to meet new customers and ultimately lead to an increase in sales.

The director of marketing (judge) has asked you to create a program for TRAINER PRO in-home parties. The director (judge) wants you to determine what will happen at the in-home parties—namely activities, demonstrations, samples and giveaways that will generate buzz and positive word-of-mouth promotion from attendees. You must explain how the in-home party you have created will increase brand awareness and sales.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of director of marketing at TRAINER PRO, a brand of high performance athletic shoes. You have asked your marketing specialist (participant) to determine how in-home parties can be used to generate buzz for the TRAINER PRO brand.

Trainer Pro athletic shoes are available for both men and women. The company offers shoes specifically for running, walking and cross-training with styles ranging from traditional to trendy. Pedometers, sweatbands, accessory clips, water bottles and key chains that feature the TRAINER PRO logo are also available for purchase wherever the TRAINER PRO shoes are sold.

In the last three years, a new phenomenon in brand awareness has emerged, the in-home party. Brand executives find party hosts and attendees that are the ideal demographic for the product, and brand parties are thrown at the hosts' homes. Company representatives decide on activities that will connect the party attendees to the brand. The goal of the in-home party is to generate buzz for the brand among its exact demographic.

TRAINER PRO has seen a significant decline in sales over the last year due to the introduction of another brand of athletic shoe that sells at a much lower price. You feel that in-home parties will create new buzz for the brand, allow for reconnection with old customers, be a chance to meet new customers and ultimately lead to an increase in sales.

You have asked the marketing specialist (participant) to create a program for TRAINER PRO in-home parties. You want the marketing specialist (participant) to determine what will happen at the in-home parties—namely activities, demonstrations, samples and giveaways that will generate buzz and positive word-of-mouth promotion from attendees. The marketing specialist (participant) must explain how the in-home party will increase brand awareness and sales.

The marketing specialist (participant) will present the party plans to you in a role-play to take place in your office. You will begin the role-play by greeting the marketing specialist (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. Shouldn't we just spend our money on advertisements?
2. Are there any possible negative consequences to having in-home parties?

Once the marketing specialist (participant) has presented the party plans and has answered your questions, you will conclude the role-play by thanking the marketing specialist (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.

JUDGE'S EVALUATION FORM
MMS-2013
EVENT 2

DID THE PARTICIPANT:

1. Communicate core value of product/service?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at communicating core value of product/service were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately communicated core value of product/service.

Meets Expectations

12, 13, 14, 15

Effectively communicated core value of product/service.

Exceeds Expectations

16, 17, 18

Very effectively communicated core value of product/service.

2. Identify company's unique selling proposition?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at identifying company's unique selling proposition were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately identified company's unique selling proposition.

Meets Expectations

12, 13, 14, 15

Effectively identified company's unique selling proposition.

Exceeds Expectations

16, 17, 18

Very effectively identified company's unique selling proposition.

3. Discuss motivational theories that impact buying behavior?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at discussing motivational theories that impact buying behavior were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately discussed motivational theories that impact buying behavior.

Meets Expectations

12, 13, 14, 15

Effectively discussed motivational theories that impact buying behavior.

Exceeds Expectations

16, 17, 18

Very effectively discussed motivational theories that impact buying behavior.

4. Explain key factors in building a clientele?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining key factors in building a clientele were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained key factors in building a clientele.

Meets Expectations

12, 13, 14, 15

Effectively explained key factors in building a clientele.

Exceeds Expectations

16, 17, 18

Very effectively explained key factors in building a clientele.

5. Explain the role of customer service as a component of selling relationships?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts at explaining the role of customer service as a component of selling relationships were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the role of customer service as a component of selling relationships.

Meets Expectations

12, 13, 14, 15

Effectively explained the role of customer service as a component of selling relationships.

Exceeds Expectations

16, 17, 18

Very effectively explained the role of customer service as a component of selling relationships.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1, 2

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

3, 4, 5

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

6, 7, 8

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____