



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

AUTOMOTIVE SERVICES MARKETING 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. Analyze the impact of technology on marketing.
2. Determine ways of reinforcing the company's image through employee performance.
3. Explain company selling policies.
4. Explain key factors in building a clientele.
5. Explain business ethics in selling.



EVENT SITUATION

You are to assume the role of general manager at MAC MOTORS, a local car dealership in a large city. The owner of the dealership (judge) has asked you to decide how to compensate and motivate salespeople if the dealership eliminates commissions.

The last several years MAC MOTORS has seen a sharp decline in per vehicle profit. This is the result of customers having access to up-to-the-minute information on specific vehicles, dealerships and reviews. In the past, customers would go to a dealership, browse available vehicles with the help of a salesperson and negotiate pricing. Now customers are finding vehicles online and coming to the dealership armed with information on invoice pricing, competing dealership offers, manufacturers discounts and online reviews.

These thoroughly informed customers have taken away the bulk of the salesperson's job. With the pricing information so visible online, it is tough for a salesperson to make a highly profitable sale for the dealership, which decreases their commission. The frontline salespeople are not making sales, simply completing the process the customer started online.

With no promise of a high commission to be made, the owner of MAC MOTORS (judge) has seen the sales staff grow lax and unmotivated when making sales. The owner (judge) has decided to eliminate commissions, but still needs a policy in place that will motivate the sales staff to build a clientele and make sales. The owner (judge) has asked you to decide how to best encourage and motivate the sales staff.

You will present your new policy to the owner of the dealership (judge) in a role-play to take place in the owner (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your new policy and have answered the owner's (judge's) questions, the owner (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 owner of MAC MOTORS, a local car dealership in a large city. You have asked the general manager (participant) to decide how to compensate and motivate salespeople if the dealership eliminates commissions.

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These thoroughly informed customers have taken away the bulk of the salesperson's job. With the pricing information so visible online, it is tough for a salesperson to make a highly profitable sale for the dealership, which decreases their commission. The frontline salespeople are not making sales, simply completing the process the customer started online.

With no promise of a high commission to be made, you have seen the sales staff grow lax and unmotivated when making sales. You have decided to eliminate commissions, but still need a policy in place that will motivate the sales staff to build a clientele and make sales. You have asked the general manager (participant) to decide how to best encourage and motivate the sales staff.

The general manager (participant) will present the new policy to you in a role-play to take place in your office. You will begin the role-play by greeting the general manager (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 can online sales leads be fairly distributed among the sales staff?
2. Should we promote that we no longer have sales staff working for commission?
3. What social media networks would be appropriate for MAC MOTORS?

Once the general manager (participant) has presented the new policy and has answered your questions, you will conclude the role-play by thanking the general manager (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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



**AUTOMOTIVE SERVICES MARKETING
SERIES, 2015**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

INSTRUCTIONAL AREA:
Selling

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Analyze the impact of technology on marketing?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	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	14-15-16	
3.	Explain company selling policies?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Explain key factors in building a clientele?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Explain business ethics in selling?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						