



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Customer Relations

**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 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**

- 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**

1. Discuss the nature of customer relationship management.
2. Build and maintain relationships with customers.
3. Interpret business policies to customers/clients.
4. Discuss motivational theories that impact buying behavior.
5. Explain the nature of a promotional plan.

## EVENT SITUATION

You are to assume the role of manager of TOP RIDE AUTO REPAIR, an automobile repair and service center. The owner (judge) has asked you to develop a customer referral program and determine strategies to communicate the program to customers.

TOP RIDE AUTO REPAIR is located in a metropolitan area that has over 50 other automotive repair and service centers, both national chains and independent shops. TOP RIDE AUTO REPAIR is an independent repair shop with two locations in the city. TOP RIDE AUTO REPAIR is one of only a handful of repair shops in the area that is open on Sundays.

With so many auto repair shops to choose from, the owner of TOP RIDE AUTO REPAIR (judge) feels that the best way to gain new customers is through the shop's existing customers. Both positive and negative reviews spread quickly through word-of-mouth comments, and the owner (judge) would like to take advantage of that.

In an effort to gain more positive word-of-mouth comments, the owner (judge) would like you to develop a customer referral program. A current customer would refer a new customer to TOP RIDE AUTO REPAIR and both the current customer and new customer would be rewarded. The owner (judge) wants to make certain current customers have a reason to keep referring business to TOP RIDE AUTO REPAIR, but is unsure how current customers and new customers should be rewarded.

Along with developing the new customer referral program, the owner (judge) wants you to determine strategies to communicate information about the new program to customers.

You will present your recommendations to the owner (judge) in a role-play to take place in the owner's (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 recommendations 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. 21<sup>st</sup> Century Skills and 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 TOP RIDE AUTO REPAIR, an automobile repair and service center. You have asked the manager (participant) to develop a customer referral program and determine strategies to communicate the program to customers.

TOP RIDE AUTO REPAIR is located in a metropolitan area that has over 50 other automotive repair and service centers, both national chains and independent shops. TOP RIDE AUTO REPAIR is an independent repair shop with two locations in the city. TOP RIDE AUTO REPAIR is one of only a handful of repair shops in the area that is open on Sundays.

With so many auto repair shops to choose from, you feel that the best way to gain new customers is through the shop's existing customers. Both positive and negative reviews spread quickly through word-of-mouth comments and you would like to take advantage of that.

In an effort to gain more positive word-of-mouth comments, you would like the manager (participant) to develop a customer referral program. A current customer would refer a new customer to TOP RIDE AUTO REPAIR and both the current customer and new customer would be rewarded. You want to make certain current customers have a reason to keep referring business to TOP RIDE AUTO REPAIR, but are unsure how current customers and new customers should be rewarded.

Along with developing the new customer referral program, you want the manager (participant) to determine strategies to communicate information about the new program to customers.

The participant will present recommendations 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. Should there be a limit to how many referrals one customer can give?
2. Do you think there should be a minimum amount spent to warrant a referral reward?
3. Are there any possible negative consequences to this referral program?

Once the manager (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the 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 70-89 <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, 2017**

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

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE**

**INSTRUCTIONAL AREA  
Customer Relations**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Discuss the nature of customer relationship management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Interpret business policies to customers/clients?	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.	Explain the nature of a promotional plan?	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>						