



OCCUPATIONAL CATEGORY
Apparel and Accessories Marketing
Series

INSTRUCTIONAL AREA
Selling

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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the selling process.
2. Establish a relationship with a customer.
3. Determine customer needs.
4. Acquire product information for use in selling.
5. Analyze product information to identify product features and benefits.



EVENT SITUATION

You are to assume the role of experienced salesperson for ZEPHYRS, a fragrance store. The store manager (judge) has asked you to provide ideas for training the sales staff in several sales techniques.

ZEPHYRS carries an extensive line of fragrances and related products for both men and women. The store opened five months ago and has enjoyed excellent customer traffic, but sales are flat and do not correspond to the amount of customer traffic. The store manager (judge) has determined that customers are coming into the store, but the sales staff is not establishing rapport with the customers or using product knowledge to assist customers in reaching a buying decision.

The store manager (judge) has asked you for your ideas about training the sales staff to establish a relationship with customers and using product knowledge to help customers make a buying decision.

You will meet with the store manager (judge) in a role-play to take place in the store manager's (judge's) office. The store manager (judge) will begin the role-play by greeting you and asking to hear your ideas about staff sales training. After you have presented your ideas and have answered the manager's (judge's) questions, the store manager (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 manager of ZEPHYRS, a fragrance store. You have asked an experienced employee (participant) for ideas on training the sales staff in several sales techniques.

ZEPHYRS carries an extensive line of fragrances and related products for both men and women. The store opened five months ago and has enjoyed excellent customer traffic, but sales are flat and do not correspond to the amount of customer traffic. You have determined that customers are coming into the store, but the sales staff is not establishing rapport with the customers or using product knowledge to assist customers in reaching a buying decision.

You have asked the experienced salesperson (participant) for ideas about training the sales staff to establish a relationship with customers, and about using product knowledge to help customers make a buying decision.

The experienced salesperson (participant) will meet with you in a role-play to take place in your office at the store. You will begin the role-play greeting the salesperson (participant) and asking to hear about the sales training ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. How long do you think it will take to implement your employee training ideas?
2. How do you think customers will respond to your new sales ideas?
3. How do you think the sales staff will respond to your ideas?

Once the salesperson (participant) has completed the presentation and has answered your questions, you will conclude the role-play by thanking the assistant manager (participant) for his/her ideas.

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

AAM Selling

DID THE PARTICIPANT:

1. Explain the selling process?

Little/No Value**0, 2**

Explanation of the selling process was weak or unclear.

Below Expectations**4, 6, 8**

Adequately explained the selling process as it applies to this situation.

Meets Expectations**10, 12, 14**

Effectively explained the selling process as it applies to this situation.

Exceeds Expectations**16, 18**

Very effectively explained the selling process as it applies to this situation; gave examples.

2. Establish a relationship with customer?

Little/No Value**0, 2**

Attempts at explaining how to establish a relationship with a customer were weak or inadequate.

Below Expectations**4, 6, 8**

Adequately explained the importance of establishing a relationship with customers.

Meets Expectations**10, 12, 14**

Effectively explained the importance of establishing a relationship with customers.

Exceeds Expectations**16, 18**

Very effectively explained the importance of establishing a relationship with customers; related examples to situation.

3. Determine customer needs?

Little/No Value**0, 2**

Attempts at explaining how to determine customer needs were weak or inadequate.

Below Expectations**4, 6, 8**

Adequately explained how to determine customer needs.

Meets Expectations**10, 12, 14**

Effectively explained how to determine customer needs.

Exceeds Expectations**16, 18**

Very effectively explained how to determine customer needs.

4. Acquire product information for use in selling?

Little/No Value**0, 2**

Explanation of how to acquire product information for use in selling were weak or inadequate.

Below Expectations**4, 6, 8**

Adequately explained how to acquire product information for use in selling.

Meets Expectations**10, 12, 14**

Effectively explained how to acquire product information for use in selling.

Exceeds Expectations**16, 18**

Very effectively explained how to acquire product information for use in selling.

5. Analyze product information to identify product features and benefits?

Little/No Value**0, 2**

Explanation of analyzing product information for features/benefits was weak or inadequate.

Below Expectations**4, 6, 8**

Adequately explained how to analyze product information to identify features/benefits.

Meets Expectations**10, 12, 14**

Effectively explained how to analyze product information to identify features/benefits.

Exceeds Expectations**16, 18**

Very effectively explained how to analyze product information to identify features/benefits.

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

Little/No Value**0, 1**

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

Below Expectations**2, 3, 4**

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

Meets Expectations**5, 6, 7**

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

Exceeds Expectations**8, 9, 10**

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

Judge's Initials _____

TOTAL SCORE _____