



OCCUPATIONAL CATEGORY
Automotive Services Marketing Series

INSTRUCTIONAL AREA
Promotion

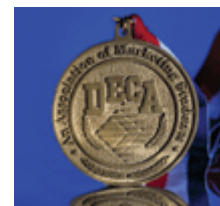
PARTICIPANT INSTRUCTIONS

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. Describe promotional methods for vehicle and petroleum marketing.
2. Investigate the use of visual merchandising in retailing.
3. Explain the types of promotion.
4. Explain the nature of effective communications.
5. Demonstrate initiative.



EVENT SITUATION

You are to assume the role of assistant manager for MASTERS TRUCKING, a locally owned, truck accessory store. The store's owner (judge) has asked you to develop a list of several nonprice sales promotions.

MASTERS TRUCKING has been in business for 30 years and has a reputation for quality merchandise at fair prices. The store is not large enough to secure quantity discounts, so it must rely on creative, nonprice sales promotions to compete effectively with larger retail chains.

The store's owner (judge) wants you to develop a list of several nonprice sales promotions based on the following objectives:

- Increase sales/profits using effective promotional strategies
- Be creative
- Increase customer traffic

You will meet with the store's owner in a role-play will take place in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking if you are ready to start your presentation. After you have presented your plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting 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 MASTERS TRUCKING, a locally owned truck accessory store.

The store has been in business for 30 years and has a reputation for quality merchandise at fair prices. MASTERS TRUCKING is not large enough to secure quantity discounts, so the store must rely on creative, nonprice sales promotions to compete effectively with larger retail chains.

You have asked the assistant manager (participant) to develop a list of several nonprice sales promotions based on the following objectives:

- Increase sales/profits using effective promotional strategies
- Be creative
- Increase customer traffic

You will meet with the assistant manager in a role-play to take place in your office. You will begin the meeting by greeting the assistant manager (participant) and asking to hear about the strategy.

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

1. What is the difference between publicity and advertising?
2. How can a business generate positive publicity?
3. What qualities do successful managers possess?

Once the assistant manager (participant) has presented the plan and has answered your questions, you will conclude the meeting by thanking the 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

ASM Promotion

DID THE PARTICIPANT:

1. Describe promotional methods for vehicle and petroleum marketing?

Little/No Value**0, 2**

Attempts at describing promotional methods for vehicle and petroleum marketing were weak or ineffective.

Below Expectations**4, 6, 8**

Adequately described promotional methods for vehicle and petroleum marketing.

Meets Expectations**10, 12, 14**

Effectively described promotional methods for vehicle and petroleum marketing.

Exceeds Expectations**16, 18**

Very effectively described promotional methods for vehicle and petroleum marketing.

2. Investigate the use of visual merchandising in retailing?

Little/No Value**0, 2**

Attempts at investigating the use of visual merchandising in retailing were weak or ineffective.

Below Expectations**4, 6, 8**

Adequately investigated the use of visual merchandising in retailing.

Meets Expectations**10, 12, 14**

Effectively investigated the use of visual merchandising in retailing.

Exceeds Expectations**16, 18**

Very effectively investigated the use of visual merchandising in retailing.

3. Explain the types of promotion?

Little/No Value**0, 2**

Attempts at explaining the types of promotion were weak or ineffective.

Below Expectations**4, 6, 8**

Adequately explained the types of promotion.

Meets Expectations**10, 12, 14**

Effectively explained the types of promotion.

Exceeds Expectations**16, 18**

Very effectively explained the types of promotion.

4. Explain the nature of effective communications?

Little/No Value**0, 2**

Attempts at explaining the nature of effective communications were weak or inadequate.

Below Expectations**4, 6, 8**

Adequately explained the nature of effective communications.

Meets Expectations**10, 12, 14**

Effectively explained the nature of effective communications.

Exceeds Expectations**16, 18**

Very effectively explained the nature of effective communications.

5. Demonstrate initiative?

Little/No Value**0, 2**

Attempts at demonstrating initiative were weak or inadequate.

Below Expectations**4, 6, 8**

Adequately demonstrated initiative.

Meets Expectations**10, 12, 14**

Effectively demonstrated initiative.

Exceeds Expectations**16, 18**

Very effectively demonstrated initiative.

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 _____