

# **Business Services Marketing Individual Series Event**

## **Performance Indicators**

### **Performance Indicators 2007-2008 DECA Competitive Events**

Performance Indicators for this competitive event are used to define the parameters of the written exam, role-plays, case studies and other activities that are part of the overall competition..

This list was compiled by MarkED and represents its preliminary efforts to support all DECA competitive events within the overall framework of the National Marketing Education Standards. Individual indicators are based on a review of prior MarkED research and on extensive review of available online and print literature—both from industry and education. Over the next year, MarkED will refine the list, edit, and evaluate individual indicators and validate the entire list with the national business community.

For additional information on these Performance Indicators, the National Curriculum Framework, or the National Marketing Education Standards, please visit the MarkED web site at [www.Mark-ED.org](http://www.Mark-ED.org). Questions may be e-mailed to [betho@mark-ed.com](mailto:betho@mark-ed.com).

**Instructional Area****BUSINESS LAW****Performance Element**

**Acquire foundational knowledge of business laws and regulations to understand their nature and scope.**

**Performance Indicators**

Describe legal issues affecting businesses  
Describe the nature of legally binding contracts

**Performance Element**

**Adhere to commerce laws and regulations to establish and continue business operations.**

**Performance Indicators**

Explain types of business ownership

**Instructional Area****COMMUNICATION SKILLS****Performance Element**

**Read to acquire meaning from written material and to apply the information to a task.**

**Performance Indicators**

Identify sources that provide relevant, valid written material  
Extract relevant information from written materials  
Apply written directions to achieve tasks  
Analyze company resources to ascertain policies and procedures

**Performance Element**

**Apply verbal skills to obtain and convey information.**

**Performance Indicators**

Explain the nature of effective verbal communications  
Ask relevant questions  
Apply active listening skills  
Interpret others' nonverbal cues  
Provide legitimate responses to inquiries  
Defend ideas objectively  
Handle telephone calls in a businesslike manner  
Participate in group discussions  
Make oral presentations

**Performance Element**

**Write effectively to convey information.**

**Performance Indicators**

Explain the nature of effective written communications  
Write business letters  
Write informational messages  
Write inquiries  
Write persuasive messages  
Prepare simple written reports

<b>Performance Element</b>	<b>Communicate with staff to clarify workplace objectives.</b>
<b>Performance Indicators</b>	Follow directions Explain the nature of staff communication Participate in a staff meeting
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	Explain the role of communication ethics in the provision of business services Greet guests/clients
<b>Instructional Area</b>	<b>ECONOMICS</b>
<b>Performance Element</b>	<b>Acquire an understanding of fundamental economic concepts to obtain a foundation for employment in business.</b>
<b>Performance Indicators</b>	Distinguish between economic goods and services Explain the concept of economic resources Describe the concepts of economic scarcity and economic activities Determine economic utilities created by business activities Explain the principles of supply and demand Describe the concept of price
<b>Performance Element</b>	<b>Recognize the nature of business to understand its contributions to society.</b>
<b>Performance Indicators</b>	Explain the role of business in society Describe types of business activities
<b>Performance Element</b>	<b>Differentiate among economic systems to understand the environments in which businesses function.</b>
<b>Performance Indicators</b>	Explain the types of economic systems Determine the relationship between government and business Describe the nature of taxes Explain the concept of private enterprise Identify factors affecting a business's profit Determine factors affecting business risk Explain the concept of competition Describe businesses' market structures
<b>Performance Element</b>	<b>Analyze cost/profit relationships to guide business decision-making.</b>
<b>Performance Indicators</b>	Explain the concept of productivity Analyze impact of specialization/division of labor on productivity Explain the concept of organized labor and business Explain the impact of the law of diminishing returns

<b>Performance Element</b>	<b>Identify economic indicators to measure economic trends and conditions.</b>
<b>Performance Indicators</b>	<p>Explain measures used to analyze economic conditions</p> <p>Describe the concept of price stability as an economic measure</p> <p>Discuss the measure of consumer spending as an economic indicator</p> <p>Discuss the impact of a nation's unemployment rates</p> <p>Describe the economic impact of inflation on business.</p> <p>Explain the economic impact of interest-rate fluctuations.</p> <p>Determine the impact of business cycles on business activities</p>
<b>Performance Element</b>	<b>Determine international trade's impact on business decision-making.</b>
<b>Performance Indicators</b>	<p>Explain the nature of international trade</p> <p>Discuss the impact of cultural and social environments on world trade</p>
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	<p>Describe factors that influence the demand for business services</p> <p>Explain the nature of a service-based economy</p> <p>Discuss the nature of service productivity</p> <p>Explain how to measure service productivity</p>
<b>Instructional Area</b>	<b>EMOTIONAL INTELLIGENCE</b>
<b>Performance Element</b>	<b>Develop awareness of personal feelings and their impact on others to foster self-understanding.</b>
<b>Performance Indicators</b>	<p>Describe the nature of emotional intelligence</p> <p>Explain the concept of self-esteem</p> <p>Recognize personal biases and stereotypes</p> <p>Assess personal strengths and weaknesses</p>
<b>Performance Element</b>	<b>Exhibit techniques to manage emotional reactions to people and situations.</b>
<b>Performance Indicators</b>	<p>Identify desirable personality traits important to business</p> <p>Maintain positive attitude</p> <p>Demonstrate interest and enthusiasm</p> <p>Demonstrate responsible behavior</p> <p>Demonstrate honesty and integrity</p> <p>Exhibit self-confidence</p> <p>Demonstrate ethical work habits</p> <p>Demonstrate initiative</p> <p>Demonstrate self-control</p> <p>Explain the use of feedback for personal growth</p> <p>Adjust to change</p> <p>Lead change</p> <p>Demonstrate adaptability</p> <p>Develop an achievement orientation</p> <p>Explain the nature of stress management</p>

<b>Performance Element</b>	<b>Understand others' feelings, needs, and concerns to enhance interpersonal relations.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Respect the privacy of others</li> <li>Show empathy for others</li> <li>Explain the nature of positive customer/client relations</li> <li>Demonstrate a customer-service mindset</li> <li>Develop cultural sensitivity</li> <li>Explain the impact of political relationships within an organization</li> </ul>
<b>Performance Element</b>	<b>Manage internal and external business relationships to foster positive interactions.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Explain the nature of effective communications</li> <li>Treat others fairly at work</li> <li>Use appropriate assertiveness</li> <li>Foster positive working relationships</li> <li>Explain the concept of leadership</li> <li>Participate as a team member</li> <li>Use consensus-building skills</li> <li>Persuade others</li> <li>Explain ethical considerations in providing information</li> <li>Reinforce service orientation through communication</li> <li>Respond to customer inquiries</li> <li>Use conflict-resolution skills</li> <li>Handle difficult customers</li> <li>Interpret business policies to customers/clients</li> <li>Handle customer/client complaints</li> <li>Handle situations when the customers is at fault</li> </ul>
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Motivate staff to provide quality service</li> </ul>
<b>Instructional Area</b>	<b>FINANCIAL ANALYSIS</b>
<b>Performance Element</b>	<b>Acquire an understanding of the fundamental principles of money needed to make financial exchanges.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Explain the nature and scope of financing</li> <li>Explain forms of financial exchange (cash, credit, debit, electronic fund transfer, etc.)</li> <li>Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)</li> <li>Describe functions of money (medium of exchange, unit of measure, store of value)</li> <li>Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)</li> <li>Explain the time value of money</li> <li>Explain the purposes and importance of credit</li> <li>Explain legal responsibilities associated with financial exchanges</li> </ul>

**Performance Element****Analyze financial needs and goals to determine financial requirements.****Performance Indicators**

Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)  
 Set financial goals  
 Develop personal budget  
 Determine profitability of business services

**Performance Element****Manage personal finances to achieve financial goals.****Performance Indicators**

Explain the nature of tax liabilities  
 Interpret a pay stub  
 Maintain financial records  
 Read and reconcile bank statements  
 Demonstrate the wise use of credit  
 Validate credit history  
 Protect against identity theft  
 Prepare personal income tax forms

**Performance Element****Acquire foundational knowledge of financial-services providers to understand their role in financial-goal achievement.****Performance Indicators**

Describe types of financial-services providers  
 Discuss considerations in selecting a financial-services provider

**Performance Element****Understand the need for investing to ensure financial well being.****Performance Indicators**

Explain types of investments  
 Establish investment goals and objectives

**Performance Element****Understand potential business threats and opportunities to protect a business's financial well being.****Performance Indicators**

Describe the concept of insurance

**Performance Element****Understand accounting's role and function in business to track money flow and to determine financial status.****Performance Indicators**

Explain the concept of accounting  
 Explain the need for accounting standards (GAAP)  
 Prepare invoices  
 Maintain petty cash records  
 Maintain daily financial transactions  
 Record and report sales tax  
 Describe the nature of cash flow statements  
 Explain the nature of balance sheets  
 Describe the nature of profit-and-loss statements

<b>Performance Element</b>	<b>Manage financial resources to ensure solvency.</b>
<b>Performance Indicators</b>	Describe the nature of budgets
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Post client records</li> <li>Transfer charges between accounts</li> <li>Initiate refund process</li> <li>Process advance payments</li> <li>Explain procedures for reducing bad-check losses</li> <li>Discuss costs associated with providing quality service</li> <li>Determine profitability of business services</li> <li>Explain the nature and scope of financing</li> <li>Describe the use of technology in the financing function</li> </ul>
<b>Instructional Area</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>Performance Element</b>	<b>Lead staff growth and development to increase productivity and employee satisfaction.</b>
<b>Performance Indicators</b>	Orient new employees
<b>Instructional Area</b>	<b>INFORMATION MANAGEMENT</b>
<b>Performance Element</b>	<b>Maintain business records to facilitate business operations.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Describe the nature of business records</li> <li>Maintain customer records</li> <li>Develop strategies to protect digital data</li> </ul>
<b>Performance Element</b>	<b>Utilize information-technology tools to manage and perform work responsibilities.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Identify ways that technology impacts business</li> <li>Demonstrate basic e-mail functions</li> <li>Demonstrate personal information management/productivity applications</li> <li>Demonstrate basic web-search skills</li> <li>Demonstrate basic word processing skills</li> <li>Demonstrate basic presentation applications</li> <li>Demonstrate basic database applications</li> <li>Demonstrate basic spreadsheet applications</li> <li>Demonstrate collaborative/groupware applications</li> </ul>

**Performance Element****Acquire information to guide business decision-making.****Performance Indicators**

Describe current business trends  
 Monitor internal records for business information  
 Conduct an environmental scan to obtain business information

**Performance Element****Additional specialized performance indicators****Performance Indicators**

Describe current issues and trends in business services  
 Explain ways that technology impacts business services

**Instructional Area****MARKETING****Performance Element****Acquire an understanding of marketing's role and function in business to facilitate economic exchanges with customers.****Performance Indicators**

Explain marketing and its importance in a global economy  
 Describe marketing functions and related activities

**Performance Element****Additional specialized performance indicators****Performance Indicators**

Explain the nature of business-services marketing

**Instructional Area****OPERATIONS****Performance Element****Acquire knowledge of health and safety regulations needed to support a safe work environment.****Performance Indicators**

Describe health and safety regulations in business  
 Report noncompliance with business health and safety regulations

**Performance Element****Evaluate safety issues needed to protect employees.****Performance Indicators**

Establish safety policies and procedures  
 Follow instructions for use of equipment, tools, and machinery  
 Follow safety precautions  
 Maintain a safe work environment  
 Explain procedures for handling accidents  
 Handle and report emergency situations

<b>Performance Element</b>	<b>Analyze security issues to protect employees and to minimize loss.</b>
<b>Performance Indicators</b>	Explain routine security precautions Explain procedures for dealing with workplace threats
<b>Performance Element</b>	<b>Analyze purchasing activities implemented to obtain business supplies and equipment.</b>
<b>Performance Indicators</b>	Explain the nature and scope of purchasing Place orders/reorders
<b>Performance Element</b>	<b>Acquire an understanding of production's role and function in business to recognize its need in an organization.</b>
<b>Performance Indicators</b>	Explain the concept of production Describe production activities
<b>Performance Element</b>	<b>Utilize business systems to expedite workflow and enhance a business's image.</b>
<b>Performance Indicators</b>	Describe crucial elements of a quality culture
<b>Performance Element</b>	<b>Implement organizational skills to improve efficiency and workflow.</b>
<b>Performance Indicators</b>	Use time-management principles Develop project plan Manage projects
<b>Performance Element</b>	<b>Implement expense-control strategies to enhance a business's financial well being.</b>
<b>Performance Indicators</b>	Explain the nature of overhead/operating costs Explain employee's role in expense control
<b>Performance Element</b>	<b>Perform activities to facilitate ongoing business operations.</b>
<b>Performance Indicators</b>	Maintain inventory of supplies Identify resources needed for project Identify routine activities for maintaining business facilities and equipment
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	Open/close business facility Identify strategies for protecting business-service ideas from competitors

**Instructional Area****PROFESSIONAL DEVELOPMENT****Performance Element**

**Acquire self-development skills to enhance relationships and improve efficiency in the work environment.**

**Performance Indicators**

Maintain appropriate personal appearance  
 Demonstrate orderly and systematic behavior  
 Determine vision  
 Set personal goals  
 Make decisions  
 Demonstrate problem-solving skills  
 Demonstrate negotiation skills  
 Demonstrate appropriate creativity

**Performance Element**

**Participate in career-planning to enhance job-success potential.**

**Performance Indicators**

Assess personal interests and skills needed for success in business  
 Analyze employer expectations in the business environment  
 Explain the rights of workers  
 Identify sources of career information  
 Identify tentative occupational interest  
 Explain employment opportunities in business

**Performance Element**

**Implement job-seeking skills to obtain employment.**

**Performance Indicators**

Utilize job-search strategies  
 Complete a job application  
 Interview for a job  
 Write a follow-up letter after job interviews  
 Write a letter of application  
 Prepare a resume

**Performance Element**

**Utilize career-advancement activities to enhance professional development.**

**Performance Indicators**

Describe techniques for obtaining work experience (e.g., volunteer activities, internships)  
 Explain the need for ongoing education as a worker  
 Explain possible advancement patterns for jobs  
 Identify skills needed to enhance career progression  
 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)  
 Use networking techniques for professional growth

**Performance Element****Performance Indicators****Additional specialized performance indicators**

Explain career opportunities in the business services sector  
 Describe traits important to the success of business-services employees  
 Assess membership in business-services professional organizations

**Instructional Area****STRATEGIC MANAGEMENT****Performance Element**

**Recognize management's role to understand its contribution to business success.**

**Performance Indicators**

Explain the concept of management  
 Explain the nature and scope of risk management

**Performance Element**

**Control an organization's/department's activities to encourage growth and development.**

**Performance Indicators**

Describe the nature of managerial control (control process, types of control, what is controlled)

**Instructional Area****DISTRIBUTION****Performance Element**

**Acquire foundational knowledge of distribution to understand its role in marketing.**

**Performance Indicators**

Explain the nature and scope of distribution  
 Explain the relationship between customer service and distribution  
 Explain the nature of channels of distribution  
 Describe the use of technology in the distribution function  
 Explain legal considerations in distribution  
 Describe ethical considerations in distribution

**Performance Element**

**Manage distribution activities to minimize costs and to determine distribution strategies.**

**Performance Indicators**

Coordinate distribution with other marketing activities  
 Explain the nature of channel-member relationships

**Performance Element****Additional specialized performance indicators****Performance Indicators**

Explain the concept of place in business services  
 Discuss the nature of intermediaries in business services

**Instructional Area****MARKETING-INFORMATION MANAGEMENT****Performance Element**

**Acquire foundational knowledge of marketing-information management to understand its nature and scope.**

**Performance Indicators**

Describe the need for marketing information  
 Explain the nature and scope of the marketing-information management function  
 Explain the role of ethics in marketing-information management  
 Describe the use of technology in the marketing-information management function

**Performance Element**

**Collect marketing information to ensure accuracy and adequacy of data for decision-making.**

**Performance Indicators**

Identify information monitored for marketing decision making  
 Collect marketing information from others  
 Explain the nature of marketing research in a marketing-information management system

**Performance Element**

**Process marketing information to test hypotheses and/or to resolve issues.**

**Performance Indicators**

Describe techniques for processing marketing information  
 Explain the use of databases in organizing marketing data  
 Interpret descriptive statistics for marketing decision making

**Performance Element**

**Employ marketing information to plan marketing activities.**

**Performance Indicators**

Explain the concept of marketing strategies  
 Explain the concept of market and market identification  
 Explain the nature of marketing planning  
 Explain the nature of marketing plans  
 Explain the role of situational analysis in the marketing-planning process  
 Explain the nature of sales forecasts

**Performance Element**

**Additional specialized performance indicators**

**Performance Indicators**

Identify research methods used to evaluate the quality of business services  
 Describe the nature of business-services marketing strategies  
 Explain the nature of target marketing in business services  
 Determine customer needs for business services  
 Determine the value systems of customers

**Instructional Area****PRICING****Performance Element**

**Develop a foundational knowledge of pricing to understand its role in marketing.**

**Performance Indicators**

Explain the nature and scope of the pricing function  
Describe the role of business ethics in pricing  
Explain the use of technology in the pricing function  
Explain legal considerations for pricing

**Performance Element**

**Employ pricing strategies to determine prices.**

**Performance Indicators**

Explain factors affecting pricing decisions

**Performance Element**

**Additional specialized performance indicators**

**Performance Indicators**

Explain the concept of prices in business services  
Describe considerations for pricing business services  
Establish prices of business services

**Instructional Area****PRODUCT/SERVICE MANAGEMENT****Performance Element**

**Acquire a foundational knowledge of product/service management to understand its nature and scope.**

**Performance Indicators**

Explain the nature and scope of the product/service management function  
Identify the impact of product life cycles on marketing decisions  
Describe the use of technology in the product/service management function  
Explain business ethics in product/service management

**Performance Element**

**Generate product ideas to contribute to ongoing business success.**

**Performance Indicators**

Identify product opportunities  
Identify methods/techniques to generate a product idea

**Performance Element**

**Develop an understanding of quality assurances to enhance product/service knowledge.**

**Performance Indicators**

Describe the uses of grades and standards in marketing  
Explain warranties and guarantees  
Identify consumer protection provisions of appropriate agencies

**Performance Element**

**Employ product-mix strategies to meet customer expectations.**

**Performance Indicators**

Explain the concept of product mix  
Describe the nature of product bundling

**Performance Element**

**Position products/services to acquire desired business image.**

**Performance Indicators**

Describe factors used by marketers to position products/businesses  
Explain the nature of branding

**Performance Element**

**Additional specialized performance indicators**

**Performance Indicators**

Explain the concept of product in business services  
Discuss the quality dimensions of business services  
Describe the nature of a service culture  
Explain service recovery processes  
Describe new-service planning processes and tools  
Explain trends in new-service development  
Discuss the nature of service standards  
Describe considerations affecting client perceptions of value/quality  
Develop service offering  
Create service-brand relationships  
Develop company image  
Develop internal marketing process

**Instructional Area****PROMOTION****Performance Element**

**Acquire a foundational knowledge of promotion to understand its nature and scope.**

**Performance Indicators**

Explain the role of promotion as a marketing function  
Explain the types of promotion  
Identify the elements of the promotional mix  
Describe the use of business ethics in promotion  
Describe the use of technology in the promotion function  
Describe the regulation of promotion

**Performance Element**

**Advertise to communicate promotional messages to targeted audiences.**

**Performance Indicators**

Explain the types of advertising media  
Explain components of advertisements  
Explain the nature of direct advertising strategies  
Describe considerations in using databases in advertising

<b>Performance Element</b>	<b>Manage promotional activities to maximize return on promotional efforts.</b>
<b>Performance Indicators</b>	Explain the nature of a promotional plan Coordinate activities in the promotional mix
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	Describe the concept of promotion in business services Explain the nature of integrated marketing communications Capitalize on word of mouth
<b>Instructional Area</b>	<b>SELLING</b>
<b>Performance Element</b>	<b>Acquire a foundational knowledge of selling to understand its nature and scope.</b>
<b>Performance Indicators</b>	Explain the nature and scope of the selling function Explain the role of customer service as a component of selling relationships Explain key factors in building a clientele Explain company selling policies Explain business ethics in selling Describe the use of technology in the selling function Describe the nature of selling regulations
<b>Performance Element</b>	<b>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</b>
<b>Performance Indicators</b>	Acquire product information for use in selling Analyze product information to identify product features and benefits
<b>Performance Element</b>	<b>Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</b>
<b>Performance Indicators</b>	Explain the selling process
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	Describe the use of technology in delivery of business services Discuss risks perceived by customers when purchasing business services Describe the customer buying process for business services Differentiate between consumer and organizational buying behavior Analyze customer needs Maintain quality control when providing service Establish relationship with customer Determine customer needs Recommend specific product Convert customer objections into selling points Close the sale Demonstrate suggestion selling