

**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

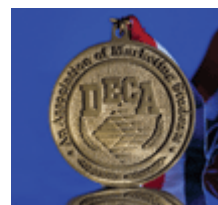
Communications

**RETAIL MERCHANDISING 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 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. Interpret business policies to customers.
2. Handle customer complaints.
3. Explain the nature of positive customer relations.
4. Use appropriate assertiveness.
5. Show empathy for others.



**EVENT SITUATION**

You are to assume the role of salesperson in the men's department of an up-scale department store. A customer (judge) wants to purchase a display suit because it is the only promoted suit left. The men's department has a storewide reputation for well-designed, professional displays. A month-long sales promotion for a new line of men's suits has been extremely successful. The sales promotion has been so successful that the new line of suits is completely sold out.

Since you work evenings, the merchandising manager is not on duty and the display manager is also unavailable. A customer cheerfully approaches you asking to see the advertised suits. You have just informed him/her that the advertised clothing is currently out of stock. The customer is very upset and demands you sell him/her the suit that is on display. You still have one day of the promotion remaining and that merchandise on display is not to be sold unless the merchandise manager approves. The customer is very insistent, and you fear that he/she will file a complaint unless you satisfy the customer's needs. You are to make a decision on whether or not to sell the suit.

You will speak with the customer (judge) in a role-play to take place on the store's sales floor. The customer (judge) will begin the role-play by greeting you and asking to see the advertised merchandise. After you have made your decision and answered the customer's (judge's) questions, the customer will conclude the role-play by thanking you for your help.

## **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 the customer in the men's department of an up-scale department store. You are asking a salesperson (participant) to sell you a display suit because it is the only promoted suit left.

The men's department has a storewide reputation for well-designed, professional displays. A month-long sales promotion for a new line of men's suits has been extremely successful. The sales promotion has been so successful that the new line of suits is completely sold out.

The merchandising manager is not on duty and the display manager is unavailable. The salesperson (participant) works evenings. You cheerfully approach the salesperson (participant) asking to see the advertised suits. The salesperson (participant) has just learned that the advertised clothing is currently out of stock. You are very upset and demand that the salesperson (participant) sell you the suit that is on the display. There is still one day of the promotion remaining and the salesperson (participant) has been told that merchandise on display is not to be sold unless approved by the merchandising manager. You are very insistent, and the salesperson (participant) fears that you will file a complaint unless he/she (participant) satisfies your needs. The salesperson (participant) is to make a decision on whether or not to sell the suit.

The salesperson (participant) will present his/her plan to you in a role-play to take place on the store's sales floor. You will begin the role-play by greeting the salesperson (participant) and asking to see the advertised merchandise.

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

1. I thought the customer was always right. Isn't that true in this store?
2. How can a store policy be more important than satisfying a paying customer?
3. Why would you get in trouble for making a customer happy?

Once the salesperson (participant) has presented a plan and has answered your questions, you will conclude the role-play by thanking the salesperson (participant) for his/her help.

You are not to make any comments once 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 manager and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.

**JUDGE'S EVALUATION FORM**  
**RMS SAMPLE**

**DID THE PARTICIPANT:**

**1. Interpret business policies to customers?**

**Little/No Value**  
**0, 2**

Attempts at interpreting  
business policies to  
customers were inadequate  
or unclear.

**Below Expectations**  
**4, 6, 8**

Adequately interpreted  
business policies to  
customers.

**Meets Expectations**  
**10, 12, 14**

Effectively interpreted  
business policies to  
customers.

**Exceeds Expectations**  
**16, 18**

Very effectively interpreted  
business policies to  
customers.

**2. Handle customer concerns and complaints?**

**Little/No Value**  
**0, 2**

Attempts at handling  
customer concerns and  
complaints were inadequate  
or unclear.

**Below Expectations**  
**4, 6, 8**

Adequately handled  
customer concerns and  
complaints.

**Meets Expectations**  
**10, 12, 14**

Effectively handled customer  
concerns and complaints.

**Exceeds Expectations**  
**16, 18**

Very effectively handled custo-  
mer concerns and complaints.

**3. Explain the nature of positive customer relations?**

**Little/No Value**  
**0, 2**

Attempts at explaining the  
nature of positive customer  
relations were inadequate or  
unclear.

**Below Expectations**  
**4, 6, 8**

Adequately explained the  
nature of positive customer  
relations.

**Meets Expectations**  
**10, 12, 14**

Effectively explained the  
nature of positive customer  
relations.

**Exceeds Expectations**  
**16, 18**

Very effectively explained  
the nature of positive  
customer relations.

**4. Use appropriate assertiveness?**

**Little/No Value**  
**0, 2**

Attempts at using  
appropriate assertiveness  
were inadequate or unclear.

**Below Expectations**  
**4, 6, 8**

Adequately used appropriate  
assertiveness.

**Meets Expectations**  
**10, 12, 14**

Effectively used appropriate  
assertiveness.

**Exceeds Expectations**  
**16, 18**

Very effectively used  
appropriate assertiveness.

**5. Show empathy for others?**

**Little/No Value**  
**0, 2**

Attempts at showing  
empathy for others were  
inadequate or unclear.

**Below Expectations**  
**4, 6, 8**

Adequately showed empathy  
for others.

**Meets Expectations**  
**10, 12, 14**

Effectively showed empathy  
for others.

**Exceeds Expectations**  
**16, 18**

Very effectively showed  
empathy for others.

**6. Overall impression and response to 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 confi-  
dently and professionally;  
answered the judge's  
questions very effectively.

**Judge's Initials** \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_