



BUSINESS SERVICES MARKETING

ROLE-PLAYS USED IN DECA'S
INDIVIDUAL SERIES EVENTS



2018



BUSINESS SERVICES MARKETING SERIES

2017 ROLE-PLAYS

INCLUDES:

INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

ROLE-PLAY 1: CUSTOMER RELATIONS

ROLE-PLAY 2: SELLING

ROLE-PLAY 3: PRICING



INTEGRATE DECA'S ROLE-PLAYS AND CASE STUDIES INTO YOUR CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business. As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for students to solve, provide a standards-based evaluation, increase rigor of the instruction, result in evidence of student learning and expose students to DECA – all as part of classroom instruction.

STEP 1: FAMILIARIZE YOURSELF WITH EVENT GUIDELINES AND PERFORMANCE INDICATORS.

Use the DECA Guide to familiarize yourself with event guidelines that explain how each competitive event will operate – time limits, exam specifications, interactions with a judge, etc.

Role-plays and case studies are developed using performance indicators – key concepts from national curriculum standards that students should learn during the school year. DECA uses five lists of performance indicators which are organized by career cluster – business administration core, business management and administration, finance, hospitality and tourism, and marketing, as well as personal financial literacy.

Each performance indicator list is arranged by instructional areas to assist advisors with planning units of instruction. Advisors teaching accounting courses, for example, can use the Finance Career Cluster performance indicator list to plan their curriculum while advisors teaching marketing courses can use the Marketing Career Cluster performance indicator list.

STEP 2: UNDERSTAND HOW ROLE-PLAYS AND CASE STUDIES ARE DESIGNED.

The career cluster and primary instructional area for role-plays and case studies are identified at the top of the first page of the event.

Role-plays used for DECA's Principles of Business Administration Events measure four performance indicators from the business administration core.

Case studies used for DECA's Team Decision Making Events measure seven performance indicators. Usually, at least four of the seven performance indicators have been selected from the case study's instructional area. Therefore, if the event situation is asking the participant to develop a promotion plan, most of the performance indicators will be from the promotion instructional area.

Role-plays used for DECA's Individual Series Events measure five performance indicators. Usually, at least three of the five performance indicators have been selected from the event situation's instructional area. The career pathway is also identified on the role-play, which may include performance indicators from that specific pathway as well.

Role-plays used for DECA's Personal Financial Literacy event measure three performance indicators from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump\$tart Coalition® for Personal Financial Literacy.

STEP 3: START ORGANIZING SAMPLE EVENTS.

Each year, DECA posts sample role-plays and case studies on deca.org. Shop DECA also sells previously used events each year. Gather these samples and begin to categorize them by instructional area.

STEP 4: USE SAMPLE EVENTS AS A CLASSROOM ACTIVITY.

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. While the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- warm-up activities at the beginning of classes.
- writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study.
- public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study.
- assessment tools in lieu of a multiple-choice quiz/test.

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to national curriculum standards which are industry validated and aligned to career clusters.

ADDITIONAL RESOURCES

Event guidelines, performance indicator lists, sample events and sample exam questions are available at www.deca.org/competitiveevents. Sample role-play presentations can be viewed at www.deca.org. Advisors may wish to show the videos and ask students to evaluate the presentations using the evaluation forms. Shop DECA sells many items to assist advisors with integrating DECA into curriculum at shopdeca.org.



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

BUSINESS SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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.

21st 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. Communicate core values of a product/service.
2. Determine ways of reinforcing the company's image through employee performance.
3. Develop rapport with customers.
4. Handle customer/client complaints.
5. Discuss actions employees can take to achieve the company's desired results.

EVENT SITUATION

You are to assume the role of general manager of ADAM'S AQUATICS, a business that provides aquatic related services to businesses in the community. The owner of the company (judge) wants you to identify changes that can be made that will lead to improved customer experiences.

ADAM'S AQUATICS provides area businesses with large or custom-built aquariums to hold plants and fish. The aquariums are meant to be decorative additions to businesses waiting areas, lobbies or other public areas. ADAM'S AQUATICS not only provides the aquariums and the plants and fish, but the company also provides cleaning services and other products such as fish food and aquarium décor.

Business clients sign year-long contracts with ADAM'S AQUATICS, choosing to pay for the full year up front or on a monthly basis. Included in the fee is a weekly check-in by an ADAM'S AQUATICS employee and a thorough cleaning every ten days. There are professional sales people that meet with potential clients, sell the services and facilitate the contracts. ADAM'S also hires "tank experts" that visit the clients for the weekly check-in and perform the cleanings every ten days. While tank experts are entry-level positions with no previous experience required, the position requires full training on aquarium maintenance and aquatic environments for fish and plants.

The owner of the company (judge) recently became alarmed when reading the online reviews of the company. Several clients, most of whom have remained anonymous, have given high marks to the salespeople at ADAM'S, but have expressed discontent with the tank experts that visit clients frequently. Reviews have stated that the tank experts are dressed sloppily, have inappropriate conversations with the business' clients, do not have a set routine arrival schedule and do not properly greet the clients before beginning work.

The owner of ADAM'S AQUATICS (judge) wants the negative reviews to be addressed immediately. The owner (judge) has asked you to identify changes that can be made that will improve the customer experience and lead to positive reviews.

You will present your ideas 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 ideas 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. 21st 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 ADAM'S AQUATICS, a business that provides aquatic related services to businesses in the community. You want the general manager (participant) to identify changes that can be made that will lead to improved customer experiences.

ADAM'S AQUATICS provides area businesses with large or custom-built aquariums to hold plants and fish. The aquariums are meant to be decorative additions to businesses waiting areas, lobbies or other public areas. ADAM'S AQUATICS not only provides the aquariums and the plants and fish, but the company also provides cleaning services and other products such as fish food and aquarium décor.

Business clients sign year-long contracts with ADAM'S AQUATICS, choosing to pay for the full year up front or on a monthly basis. Included in the fee is a weekly check-in by an ADAM'S AQUATICS employee and a thorough cleaning every ten days. There are professional salespeople that meet with potential clients, sell the services and facilitate the contracts. ADAM'S also hires "tank experts" that visit the clients for the weekly check-in and perform the cleanings every ten days. While tank experts are entry-level positions with no previous experience required, the position requires full training on aquarium maintenance and aquatic environments for fish and plants.

You recently became alarmed when reading the online reviews of the company. Several clients, most of whom have remained anonymous, have given high marks to the salespeople at ADAM'S,

but have expressed discontent with the tank experts that visit clients frequently. Reviews have stated that the tank experts are dressed sloppily, have inappropriate conversations with the business' clients, do not have a set routine arrival schedule and do not properly greet the clients before beginning work.

You want the negative reviews to be addressed immediately. You have asked the general manager (participant) to identify changes that can be made that will improve the customer experience and lead to positive reviews.

The participant will present ideas 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. What is the best way to address the changes you've identified with our staff?
2. How should we advise our sales staff of these changes?
3. Should someone from the company respond to the critical online reviews?

Once the general manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the general 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 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.



**BUSINESS SERVICES MARKETING SERIES,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Communicate core values of a product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Develop rapport with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

BUSINESS SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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.

21st 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. Explain the nature and scope of the selling function.
2. Explain the role of customer service as a component of selling relationships.
3. Explain key factors in building a clientele.
4. Identify a product/service's competitive advantage.
5. Explain factors affecting pricing decisions.

EVENT SITUATION

You are to assume the role of general manager at MORGAN CAR WASH, a full-service car wash that is located in a city of 300,000 people. The owner of the company (judge) has asked you to identify types of businesses that could become clients of MORGAN CAR WASH and create a special pricing package for use in initiating the relationship.

MORGAN CAR WASH has provided the community with high-quality conveyor car washes for over a decade. Customers pay a flat rate, depending on service, and sit inside the vehicle as the conveyor steers the car through a rinse, intensive wash cycle, rinse and wax (if requested). Each vehicle exits the car wash with high velocity dryers aimed at the vehicle to help dry the exterior. Once out of the car wash, customers can either use the self-serve vacuums for no additional charge, or can pay for MORGAN CAR WASH employees to vacuum, dust and detail the vehicle's interior.

The pricing for MORGAN CAR WASH is as follows:

One time simple wash: \$5.99 (includes free vacuums)

One time wash with wax: \$8.99 (includes free vacuums)

One time wash with wax and detailed service: \$21.99

Unlimited simple wash: \$24.99/month

Unlimited wash with wax and detailed service: \$84.99/month

The owner of MORGAN CAR WASH (judge) is happy with the customer base from the community, but feels the business could be more successful if it gained business clients. The owner (judge) wants you to identify businesses that would have a need for frequent vehicle cleaning. Once you have chosen a business type to target, the owner (judge) wants you to create a pricing package for the targeted business. The owner (judge) wants the sales package to include frequency and pricing information for fleets.

You will present your ideas 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 sales ideas 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. 21st 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 MORGAN CAR WASH, a full-service car wash that is located in a city of 300,000 people. You have asked the general manager (participant) to identify types of businesses that could become clients of MORGAN CAR WASH and create a special pricing package for use in initiating the relationship.

MORGAN CAR WASH has provided the community with high-quality conveyor car washes for over a decade. Customers pay a flat rate, depending on service, and sit inside the vehicle as the conveyor steers the car through a rinse, intensive wash cycle, rinse and wax (if requested). Each vehicle exits the car wash with high velocity dryers aimed at the vehicle to help dry the exterior. Once out of the car wash, customers can either use the self-serve vacuums for no additional charge, or can pay for MORGAN CAR WASH employees to vacuum, dust and detail the vehicle's interior.

The pricing for MORGAN CAR WASH is as follows:

One time simple wash: \$5.99 (includes free vacuums)

One time wash with wax: \$8.99 (includes free vacuums)

One time wash with wax and detailed service: \$21.99

Unlimited simple wash: \$24.99/month

Unlimited wash with wax and detailed service: \$84.99/month

You are happy with the customer base from the community, but feel the business could be more successful if it gained business clients. You want the general manager (participant) to identify businesses that would have a need for frequent vehicle cleaning. Once the general manager (participant) has chosen a business type to target, you want the general manager (participant) to create a pricing package for the targeted business. You want the sales package to include frequency and pricing information for fleets that will initiate a business relationship.

The participant will present ideas 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. Is it ethical to offer business clients different rates than our regular clients?
2. What is the best way to communicate the new sales package to businesses?
3. Are there any potential negative consequences to gaining business clients?

Once the general manager (participant) has presented the sales package and has answered your questions, you will conclude the role-play by thanking the general 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

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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.



**BUSINESS SERVICES MARKETING SERIES,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Selling

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain key factors in building a clientele?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify a product/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Pricing

BUSINESS SERVICES MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

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- Turn in all of your notes and event materials when you have completed the event.

21st 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. Explain the nature and scope of the pricing function.
2. Explain factors affecting pricing decisions.
3. Describe the role of business ethics in pricing.
4. Communication core values of product/service.
5. Explain the role of customer service as a component of selling relationships.

EVENT SITUATION

You are to assume the role of general manager at GENERAL LAB TESTS, a direct access lab testing services company that is open to the general public and corporate clients. The owner of the company (judge) has asked you to create a pricing proposal for current corporate clients for an additional service.

GENERAL LAB TESTS is the first-ever direct access lab testing service. Customers can pay for services such as various blood/urine/hair fiber testing, immunizations, vaccinations and intolerance and sensitivity testing. Corporate clients use GENERAL LAB TESTS for pre-employment drug testing or random employee drug testing.

Currently, GENERAL LAB TESTS has four corporate clients. The corporate clients are all large companies in the area, each with approximately 400 employees. Each of the corporate clients pays GENERAL LAB TESTS \$500/month for unlimited drug screenings for its employees. A drug screening for a regular customer is priced at \$69. Corporate clients average 10 new hires a month that need drug screenings, so the monthly fee saves the company money.

This year, GENERAL LAB TESTS will be able to administer flu shots. The flu shots will be the standard flu shots available at any medical clinic or pharmacy. Flu shots at drug stores range in price depending on customers' insurance plans, but range in price from \$25.00 to \$40.00. Many people can get free flu shots at the doctor's office, but need to set up an appointment.

GENERAL LAB TESTS will be offering the general public flu shots for \$29.00. The owner (judge) feels that the company should offer its corporate clients special pricing on flu shots for the clients' employees. The owner of GENERAL LAB TESTS (judge) has asked you to determine special pricing for flu shots for corporate clients. The owner (judge) also wants you to decide how the special flu shot pricing should be communicated and marketed to the corporate clients.

You will present your ideas 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 ideas 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

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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 GENERAL LAB TESTS, a direct access lab testing services company that is open to the general public and corporate clients. You have asked the general manager (participant) to create a pricing proposal for current corporate clients for an additional service.

GENERAL LAB TESTS is the first-ever direct access lab testing service. Customers can pay for services such as various blood/urine/hair fiber testing, immunizations, vaccinations and intolerance and sensitivity testing. Corporate clients use GENERAL LAB TESTS for pre-employment drug testing or random employee drug testing.

Currently, GENERAL LAB TESTS has four corporate clients. The corporate clients are all large companies in the area, each with approximately 400 employees. Each of the corporate clients pays GENERAL LAB TESTS \$500/month for unlimited drug screenings for its employees. A drug screening for a regular customer is priced at \$69. Corporate clients average 10 new hires a month that need drug screenings, so the monthly fee saves the company money.

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GENERAL LAB TESTS will be offering the general public flu shots for \$29.00. You feel that the company should offer its corporate clients special pricing on flu shots for the clients' employees. You have asked the general manager (participant) to determine special pricing for flu shots for corporate clients. You also want the general manager (participant) to decide how the special flu shot pricing should be communicated and marketed to the corporate clients.

The participant will present ideas 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. Are there any potential issues that could arise from offering this service at a discount to corporate clients, but not the general public?
2. If this proves successful, should we market the flu shots to other businesses next year? Why or why not?

Once the general manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the general 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.

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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.



**BUSINESS SERVICES MARKETING SERIES,
2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Pricing

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe the role of business ethics in pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the role of customer service as a component of selling relationships?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						



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