

Name _____

Performance Indicators:

- Assess personal interests and skills needed for success in business.
- Utilize resources that can contribute to professional development.
- Identify tentative career interest.
- Demonstrate a customer-service mindset.
- Discuss the nature of customer relationship management.
- Describe the use of technology in customer relationship management.

HOW TO RECRUIT MORE MEMBERS WITH SOCIAL MEDIA (p. 9)

1. Brainstorm three ways your chapter can boost your social media presence this year to attract more potential members. Share your ideas with a partner.

HOW TO PICK THE RIGHT COMPETITIVE EVENT FOR YOU (p. 14)

1. What are the advantages to participating in a competitive event that is related to a career field or industry you are interested in?

2. Why you think it is important to have some personal experience in the competitive event that you decide to participate in?

WHICH OF DECA'S #LIMITLESS OPPORTUNITIES ARE PERFECT FOR YOU? (p. 16)

1. Based on your quiz answers, which of DECA's #Limitless opportunities are you most interested in participating in this year?
2. Which of DECA's conferences, programs or activities have you never considered participating in before, but now are thinking it may be a great new experience?

HOW TECHNOLOGY IS HELPING MAJOR BRANDS ENHANCE THEIR CUSTOMER EXPERIENCE
(p. 24)

1. What are the benefits of Chipotle's "Smarter Pickup Times" technology and how do you see this appealing to a wide variety of customers?
2. How do you think Marriott's personalized app will enhance the standard hotel experience for a seasoned traveler? What about for an individual who rarely travels?

3. Walgreens' app is appealing to an unusual demographic. Why do you think this user group is finding the Walgreens app so appealing, and how is Walgreens listening and meeting the needs of this unique group?