



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Product/Service Management

BUSINESS-TO-BUSINESS MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the role of customer service in positioning/image.
- Determine services to provide customers.
- Use co-branding strategies.
- Communicate core values of product/service.
- Leverage business relationships.

CASE STUDY SITUATION

You are the director of marketing and the director of customer relations at GEN X-FACTOR, a dating app targeted to singles age 41-56 years old, often referred to as Generation X. The dating app has been successful in building a strong clientele. Members of Generation X are most likely employed, are financially stable, do not have young children or are experiencing an empty nest. GEN X-FACTOR helps their clientele find dating matches in the same demographic within a specified location.

While GEN X-FACTOR has great customer reviews of the quantity and quality of its members, customers often complain that the app is mundane and brings nothing special to the community of members. While the app itself has undergone a transformation in the last two months to bring more bells and whistles to users, executives feel that in order to strengthen customer relations, the company must provide more services.

YOUR CHALLENGE

The president of GEN X-FACTOR wants to partner with a national restaurant chain to bring unique services to the app's clientele. The president has asked your team to determine the following:

- National restaurant chain that fits the GEN X-FACTOR brand image
- Services for GEN X-FACTOR clientele that will result from the partnership
- Partnership benefits to chosen restaurant chain and to GEN X-FACTOR
- How GEN X-FACTOR can leverage the relationship in marketing and promotions

The president is hopeful that your presentation can be used in initial meetings with the national restaurant chain's executives.

EVALUATION INSTRUCTIONS

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 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 director 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-TO-BUSINESS MARKETING
 2022**

JUDGE'S EVALUATION FORM
 Association Event 1

Participant: _____

INSTRUCTIONAL AREA
 Product/Service Management

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Use co-branding strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Leverage business relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						