



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

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

- Analyze product information to identify product features and benefits.
- Explain the role of customer service as a component of selling relationships.
- Discuss motivational theories that impact buying behavior.
- Describe the nature of product bundling.
- Adapt product range to needs of targeted market segments.

CASE STUDY SITUATION

You are the director of corporate sales and the sales team manager at ORTEGA PRODUCTS, a company that produces dozens of brands of consumer goods. ORTEGA PRODUCTS has dozens of brands of the following consumer goods products: shampoo, conditioner, hair dye, body wash, bar soap, hairspray, toothpaste, toothbrush, disposable baby diaper, body lotion, shaving cream, disposable razor, lip balm, laundry soap, dish soap and hand sanitizer gel.

ORTEGA PRODUCTS is not only the leading consumer goods company but also the leader in personal care. ORTEGA PRODUCTS' personal care products consistently rank first in quality, customer satisfaction and sales year after year.

Currently, ORTEGA PRODUCTS sells its products at various retailers across the globe and also has contracts with several businesses in North America. The largest contract ORTEGA PRODUCTS holds is with a large medical supply company that provides thousands of hospitals and medical clinics with hand sanitizer, laundry soap and disposable baby diapers. The medical supply company purchases the products from ORTEGA PRODUCTS in bulk form and then sells and delivers them to clients.

YOUR CHALLENGE

The senior vice president of ORTEGA PRODUCTS wants the company to gain additional corporate clients. The president feels that YES TO FITNESS, a chain of fitness centers across the nation, would be an ideal client.

YES TO FITNESS is a full-service fitness center chain with over 4,000 locations in the nation. The fitness centers all include locker rooms that have individual shower stalls for members to shower after a workout. YES TO FITNESS provides towels and hair dryers for member use but members must bring their own personal care items. The senior vice president of ORTEGA PRODUCTS wants to sell products to YES TO FITNESS.

ORTEGA PRODUCTS has single-use sizes of most of its products. The senior vice president wants you to create an ORTEGA PRODUCTS bundle of single-use size products that YES TO FITNESS could sell to individual members that do not have personal care products. The senior vice president wants you to:

- Create an ORTEGA PRODUCTS single-use size product bundle
- Explain product bundles features and benefits
- Discuss reasons YES TO FITNESS should purchase bundles from ORTEGA PRODUCTS
- Explain how the partnership would benefit both businesses

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
2023**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Selling

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
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	13-14-15	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe the nature of product bundling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Adapt product range to needs of targeted market segments?	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						