



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Customer Relations

FOOD 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 demonstrate the 21st Century Skills and 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

- Explain the nature of positive customer relations.
- Interpret business policies to customers/clients.
- Build and maintain relationships with customers.
- Identify product's/service's competitive advantage.
- Discuss motivational factors that impact buying behavior.

EVENT SITUATION

You are to assume the role of a marketing specialist for ALL STAR FOODS, a regional grocery store chain. The marketing director (judge) wants you to determine how to reward customers for choosing curbside grocery pickup rather than delivery service.

ALL STAR FOODS began offering curbside grocery pickup and grocery delivery during the pandemic. The services were so well received they have continued. While executives at ALL STAR FOODS are happy to provide these services to customers, increasing delivery costs and a shortage of workers has put a strain on grocery delivery.

Executives want the marketing department to turn grocery delivery customers into curbside grocery pickup customers. The marketing director (judge) has asked you to determine how to reward customers for choosing curbside pickup rather than delivery. The reward cannot be tied into the price of ALL STAR FOODS' products.

The marketing director (judge) wants you to explain:

- The reward for curbside pickup
- How the reward will motivate customers to choose pickup over delivery
- Method(s) to communicate reward to customers
- How the reward will build relationships with current customers and gain new customers

You will present your ideas to the marketing director (judge) in a role-play to take place in the marketing director's (judge's) office. The marketing director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the marketing director's (judge's) questions, the marketing director (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge 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 marketing director for ALL STAR FOODS, a regional grocery store chain. You want the marketing specialist (participant) to determine how to reward customers for choosing curbside grocery pickup rather than delivery service.

ALL STAR FOODS began offering curbside grocery pickup and grocery delivery during the pandemic. The services were so well received they have continued. While executives at ALL STAR FOODS are happy to provide these services to customers, increasing delivery costs and a shortage of workers has put a strain on grocery delivery.

Executives want the marketing department to turn grocery delivery customers into curbside grocery pickup customers. You have asked the marketing specialist (participant) to determine how to reward customers for choosing curbside pickup rather than delivery. The reward cannot be tied into the price of ALL STAR FOODS' products.

You want the marketing specialist (participant) to explain:

- The reward for curbside pickup
- How the reward will motivate customers to choose pickup over delivery
- Method(s) to communicate reward to customers
- How the reward will build relationships with current customers and gain new customers

The participant will present information 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. How can we determine if your ideas were successful?
2. Why do customers choose grocery delivery?

Once the marketing specialist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing specialist (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.



FOOD MARKETING SERIES 2024

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA: Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Build and maintain relationships with customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Discuss motivational factors that impact buying behavior?	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						