AUTOMOTIVE 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 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

- Identify product's/service’s competitive advantage.
- Distinguish between economic goods and services.
- Determine factors affecting business risk.
- Explain the concept of competition.
- Demonstrate a customer service mindset.
EVENT SITUATION

You are to assume the role of a general manager at AMAZING AUTO PARTS, a chain of auto parts stores with over 4,000 locations. The district manager (judge) wants you to decide if the AMAZING AUTO PARTS store you manage should convert part of its parking area into fast charging stations for electric vehicles.

AMAZING AUTO PARTS is the second largest auto parts retailer in North America. The chain’s slogan is, “Amazing Parts and Amazing Service.” There are over 4,000 locations across the nation in cities of all sizes. The store you manage is located in a city of 80,000 people and is on a major highway.

There are over 3 million electric vehicles (EV) on the road in North America and that number is growing each year. Many grocery stores, shopping malls and other retailers are adding EV fast-charging stations to parking lots. The fast-charging stations offer direct-current fast chargers which can charge an EV in 10-30 minutes. Currently, none of the four major auto parts retail chains offer EV charging stations in their parking areas.

AMAZING AUTO PARTS executives want the retailer to install EV charging stations in their parking lots. They are letting each store manager decide. The AMAZING AUTO PARTS store you manage has a small parking area that has two parking spots designated as handicapped accessible and 15 other parking spots. Each EV charging station requires a parking space.

The district manager (judge) has asked you to decide whether or not to have EV charging stations at your location and determine the quantity. The district manager (judge) also wants you to explain the risks involved with your decision and possible impacts on competition.

You will present the information to the district manager (judge) in a role-play to take place in the store. The district manager (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented information and have answered the district manager’s (judge’s) questions, the district manager (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 a district manager at AMAZING AUTO PARTS, a chain of auto parts stores with over 4,000 locations. You want a local general manager (participant) to decide if the AMAZING AUTO PARTS store they manage should convert part of its parking area into fast charging stations for electric vehicles.

AMAZING AUTO PARTS is the second largest auto parts retailer in North America. The chain's slogan is, “Amazing Parts and Amazing Service.” There are over 4,000 locations across the nation in cities of all sizes. The general manager's (participant's) store is located in a city of 80,000 people and is on a major highway.

There are over 3 million electric vehicles (EV) on the road in North America and that number is growing each year. Many grocery stores, shopping malls and other retailers are adding EV fast-charging stations to parking lots. The fast-charging stations offer direct-current fast chargers which can charge an EV in 10-30 minutes. Currently, none of the four major auto parts retail chains offer EV charging stations in their parking areas.

AMAZING AUTO PARTS executives want the retailer to install EV charging stations in their parking lots. They are letting each store manager decide. The general manager’s (participant’s) store has a small parking area that has two parking spots designated as handicapped accessible and 15 other parking spots. Each EV charging station requires a parking space.

You have asked the general manager (participant) to decide whether or not to have EV charging stations at the location and determine the quantity. You also want the general manager (participant) to explain the risks involved with the decision and possible impacts on competition.
The participant will present information to you in a role-play to take place at the dealership. 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. If we decide to have EV charging stations, how do we let people know?
2. How can having people charge their vehicles for 30 minutes help and hurt our sales?

Once the general manager (participant) has presented information 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.
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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.
## AUTOMOTIVE SERVICES MARKETING SERIES
2024

### JUDGE’S EVALUATION FORM
DISTRICT EVENT 1

**INSTRUCTIONAL AREA:**
Economics

Participant: __________________________
ID Number: __________________________

Did the participant:

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Identify product’s/service’s competitive advantage?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>2. Distinguish between economic goods and services?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>3. Determine factors affecting business risk?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>4. Explain the concept of competition?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>5. Demonstrate a customer service mindset?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
</tbody>
</table>

| 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**