



CAREER CLUSTER

Business Management & Administration

INSTRUCTIONAL AREA

Customer Relations

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of positive customer relations.
- Demonstrate a customer-service mindset.
- Reinforce service orientation through communication.
- Determine ways of reinforcing the company's image through employee performance.

EVENT SITUATION

You are to assume the role of a student tour guide at CAPITOL CITY COLLEGE, a local college with an enrollment of 15,000 students. A newly hired tour guide (judge) has asked you why it is important to display positive customer relations to prospective students and their families that request a campus tour.

Campus tours are given by current students. It is important to CAPITOL CITY COLLEGE that tour guides are friendly and informative. A newly hired tour guide (judge) has completed the necessary training in order to provide campus tours, but is unsure why positive customer relations is so important when tours are mainly given to prospective students and their families.

You must explain to the new tour guide (judge) why positive customer relations are important during campus tours and ways to display a customer-service mindset to both prospective students and their families.

You will explain the information to the new tour guide (judge) in a role-play to take place at the office. The new tour guide (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented the information and have answered the tour guide's (judge's) questions, the new tour guide (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 new student tour guide at CAPITOL CITY COLLEGE, a local college with an enrollment of 15,000 students. You have asked another tour guide (participant) why it is important to display positive customer relations to prospective students and their families that request a campus tour.

Campus tours are given by current students. It is important to CAPITOL CITY COLLEGE that tour guides are friendly and informative. You have completed the necessary training in order to provide campus tours, but are unsure why positive customer relations is so important when tours are mainly given to prospective students and their families.

The tour guide (participant) must explain to you why positive customer relations are important during campus tours and ways to display a customer-service mindset to both prospective students and their families.

The participant will present information to you in a role-play to take place at the office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the role-play, you are to ask the following questions of each participant:

1. Why do we consider parents our customers?
2. How can we tell if we are doing a good job?

Once the tour guide (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the tour guide (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.



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 2021

JUDGE'S EVALUATION FORM DISTRICT EVENT - VIRTUAL

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

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	15-16-17-18	
2.	Demonstrate a customer-service mindset?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Reinforce service orientation through communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						