



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Economics

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 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

1. Explain the principles of supply and demand.
2. Determine factors affecting business risk.
3. Explain the concept of competition.
4. Identify product's/service's competitive advantage.
5. Demonstrate a customer-service mindset.

EVENT SITUATION

You are to assume the role of general manager at JOHNSON FAMILY ELITE, a local automobile dealership that sells both new and previously-owned ELITE vehicles. The owner of the local dealership (judge) is considering a change to the days the business is open and would like you to analyze the benefits and consequences of the change and make a final decision.

Like in most cities, there is an antiquated law that does not allow JOHNSON FAMILY ELITE, or any other car dealership, to be open on both Saturdays and Sundays. The law was first written over a century ago when the majority of businesses were closed on Sunday. Since that time, social culture and business has changed, with most businesses keeping Sunday hours of operation. Dealerships must choose to be open on either Saturday or Sunday. Most automobile dealerships have chosen to keep Saturdays as a business day and close on Sunday to follow the law.

The owner of JOHNSON FAMILY ELITE (judge) is considering changing the weekend business day. Instead of being open for business on Saturday, like all other dealerships in the area, JOHNSON FAMILY ELITE would be open on Sunday instead. This would make JOHNSON FAMILY ELITE the only car dealership open for business on Sundays in a 750-mile radius.

The owner (judge) feels that being open on Sunday would give the dealership a competitive edge, but worries that with many parts suppliers, inspection offices, third-party financiers and the ELITE manufacturer support being closed on Sunday, it could marginalize the level of service provided.

The owner (judge) wants you to analyze the benefits and possible consequences of being open on Sundays rather than Saturdays and make a final decision. The owner (judge) wants to hear of all potential risks and advantages of the change regarding sales, customers, other dealerships and employees.

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

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of JOHNSON FAMILY ELITE, a local automobile dealership that sells both new and previously-owned ELITE vehicles. You are considering a change to the days the business is open and would like the general manager (participant) to analyze the benefits and consequences of the change and make a final decision.

Like in most cities, there is an antiquated law that does not allow JOHNSON FAMILY ELITE, or any other car dealership, to be open on both Saturdays and Sundays. The law was first written over a century ago when the majority of businesses were closed on Sunday. Since that time, social culture and business has changed, with most businesses keeping Sunday hours of operation. Dealerships must choose to be open on either Saturday or Sunday. Most automobile dealerships have chosen to keep Saturdays as a business day and close on Sunday to follow the law.

You are considering changing the weekend business day. Instead of being open for business on Saturday, like all other dealerships in the area, JOHNSON FAMILY ELITE would be open on Sunday instead. This would make JOHNSON FAMILY ELITE the only car dealership open for business on Sundays in a 750-mile radius.

You feel that being open on Sunday would give the dealership a competitive edge, but worry that with many parts suppliers, inspection offices, third-party financiers and the ELITE manufacturer support being closed on Sunday, it could marginalize the level of service provided.

You want the general manager (participant) to analyze the benefits and possible consequences of being open on Sundays rather than Saturdays and make a final decision. You want to hear of all potential risks and advantages of the change regarding sales, customers, other dealerships and employees.

The participant will present ideas 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. If we were to be open on Sundays rather than Saturdays, how should we communicate the change to the public?
2. What is the best way to get feedback from our employees and customers prior to making a decision?
3. Are there any alternative operation hours that would give the dealership an advantage over our competitors?

Once the general manager (participant) has presented an analysis 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.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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.



**AUTOMOTIVE SERVICES MARKETING
SERIES, 2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
SAMPLE**

**INSTRUCTIONAL AREA
Economics**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the principles of supply and demand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of competition?	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.	Demonstrate a customer-service mindset?	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						