

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Describe the use of marketing strategies to inventory demand for services.
2. Describe the nature of target marketing in services marketing.
3. Explain the concept of market and market identification.
4. Explain the nature of service marketing strategies.
5. Identify information monitored for marketing decision making.

EVENT SITUATION

You are to assume the role of assistant marketing director for a regional phone company named CONNECT. The marketing director (judge) has asked you to develop and present plans for a marketing research study.

CONNECT has been in business for 75 years. CONNECT serves a customer list of 50,000 in a 100-mile radius. Two hundred employees work in the various departments of maintenance, customer service, operators, sales, management and office support. The most rapid change in the company's history has taken place in the past five years. The company has added several telephone services (including caller identification, conference calling and others), a wireless phone service and high-speed Internet access. Response to the services is lukewarm. One hundred percent of the customers use the basic telephone service, 25 percent use one or more of the additional features, 10 percent use the wireless phone service and 5 percent use the Internet access. CONNECT has no direct competition for the basic phone service or its extra features, but does have competition for the wireless phone service and Internet access.

With the addition of these new services, the designated target market has become unclear, and promotion efforts have often been ineffective. The marketing director (judge) would like to streamline the promotion efforts to maximize profits. The marketing director (judge) realizes that market research is needed. The marketing director (judge) has asked you to design a market research plan to include the type of research needed and how you will implement the study.

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 for your ideas. Once you have presented your plan 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.

1. Procedures

2. 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 marketing director for a regional phone company named CONNECT. You have asked your assistant (participant) to develop and present to you plans for a marketing research study.

CONNECT has been in business for 75 years. CONNECT serves a customer list of 50,000 in a 100-mile radius. Two hundred employees work in the various departments of maintenance, customer service, operators, sales, management and office support. The most rapid change in the company's history has taken place in the past five years. The company has added several telephone services (including caller identification, conference calling and others), a wireless phone service and high-speed Internet access. Response to the services is lukewarm. One hundred percent of the customers use the basic telephone service, 25 percent use one or more of the additional features, 10 percent use the wireless phone service and 5 percent use the Internet access. CONNECT has no direct competition for the basic phone service or its extra features, but does have competition for the wireless phone service and Internet access.

With the addition of these new services, the designated target market has become unclear, and promotion efforts have often been ineffective. You would like to streamline the promotion efforts to maximize profits. You realize that market research is needed.

You have asked your assistant (participant) to design a market research plan to include the type of research needed and how the assistant (participant) will implement the study. The assistant (participant) will present some ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the assistant (participant) and asking to hear the plan.

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

1. How long will this study take?
2. How can we evaluate the accuracy of your study?
3. Will we need additional human resources to implement this study? If so, from which department should they come?

Once the assistant (participant) has presented a plan and has answered your questions, you will conclude the role-play by thanking the assistant (participant) for the work.

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

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
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Excellent	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.
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Good	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.
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Fair	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.
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Poor	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.
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JUDGE'S EVALUATION FORM

BSM

DID THE PARTICIPANT:

- 1. Describe the use of marketing strategies to inventory demand for services?**

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18

Attempts at describing the use of marketing strategies to inventory demand for services were weak.

Adequately described the use of marketing strategies to inventory demand for services.

Effectively described the use of marketing strategies to inventory demand for services.

Very effectively and clearly described the use of marketing strategies to inventory demand for services.
- 2. Describe the nature of target marketing in services marketing?**

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18

Attempts at describing the nature of target marketing in services marketing were inadequate or unclear.

Adequately described the nature of target marketing in services marketing.

Effectively described the nature of target marketing in services marketing.

Very effectively described the nature of target marketing in services marketing.
- 3. Explain the concept of market and market identification?**

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18

Attempts at explaining the concept of market and market identification were inadequate or unclear.

Adequately explained the concept of market and market identification.

Effectively explained the concept of market and market identification.

Very effectively explained the concept of market and market identification.
- 4. Explain the nature of service marketing strategies?**

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18

Attempts at explaining the nature of service marketing strategies were inadequate.

Adequately explained the nature of service marketing strategies.

Effectively explained the nature of service marketing strategies.

Very effectively explained the nature of service marketing strategies.
- 5. Identify information monitored for marketing decision making?**

POOR	FAIR	GOOD	EXCELLENT
0, 2	4, 6, 8	10, 12, 14	16, 18

Attempts at identifying information monitored for marketing decision making were inadequate or unclear.

Adequately identified information monitored for marketing decision making.

Effectively identified information monitored for marketing decision making.

Very effectively identified information monitored for marketing decision making.