

PRINCIPLES OF MARKETING EVENT

Switching to Prince of Bus. Mgmt & Admin, ↗
~~Finance~~

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the performance indicators and interview task. You will have up to 10 minutes to review this information to determine how you will perform the task and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the interview situation.
2. You will have up to 10 minutes with the judge, including 5 to 7 minutes to accomplish the task and several minutes to respond to follow-up questions. (You may have more than one judge.)
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the interview.

PERFORMANCE INDICATORS

1. Handle telephone calls in a businesslike manner.
2. Explain the nature of effective verbal communications.
3. Employ communication styles appropriate to target audience.
4. Reinforce service orientation through communication.

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of assistant store manager for THE POWER HOUSE, a local electronics store that sells audio, video, computer and phone products to a retail consumer market. The candidate (participant) has submitted a résumé for the sales associate position and has been invited in for a personal interview with you. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect of the business. You want to make sure the candidate (participant) understands and appreciates the importance of properly answering the telephone at THE POWER HOUSE before considering him/her for employment.

During the first part of the interview you will ask the candidate (participant) to explain the procedures that an associate should observe when receiving a phone call from a customer while on the POWER HOUSE sales floor. The candidate's (participant's) presentation should also include the additional performance indicators listed on the first page of this event. Following the candidate's (participant's) explanation, you will ask the candidate (participant) to respond to additional questions.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and then asking to hear his/her ideas regarding proper telephone answering procedures for a sales associate. After the candidate (participant) has provided the explanation, you will ask the candidate (participant) the following questions:

Other performance indicators being volunteered by the participants, those listed in the Evaluation 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

Exceeds Expectations

Interpretation Level

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.