

Switching to Prince of Pers. Mgmt & Admin, ↙
~~FRONT~~

PRINCIPLES OF MARKETING EVENT-

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.

INTERVIEW SITUATION

You are to assume the role of a candidate for the position of sales associate at THE POWER HOUSE, a local electronics store that sells audio, video, computer and phone products to a retail consumer market. You have submitted your résumé and have been invited in for a personal interview with the assistant store manager (judge). This interview will be used to measure your knowledge and understanding of an aspect of the business. The assistant store manager (judge) wants to make sure you understand and appreciate the importance of properly answering telephones at THE POWER HOUSE before considering you for employment as a sales associate.

In the first part of your interview you will explain the procedures that a sales associate should observe when receiving a phone call from a customer while on the POWER HOUSE sales floor. Your presentation should also include the additional performance indicators listed on the first page of this event. Following your explanation the assistant store manager (judge) will ask you to respond to additional questions.

The interview will take place in the assistant manager's (judge's) office. The assistant manager (judge) will begin the interview by greeting you and then asking to hear your ideas regarding proper telephone answering procedures for a sales associate. After you have provided your explanation and have answered the assistant manager's (judge's) questions, the assistant manager (judge) will conclude the interview by thanking you for your presentation.

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:

1. What are some of the reasons why customers would call a business like THE POWER HOUSE?

2. Oftentimes, a telephone call is a customer's initial contact with a business. Why is it important that customers be treated properly during that initial contact?

Once the candidate (participant) has answered your questions, you will conclude the discussion by thanking the candidate (participant) for the work.

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

Answers will vary but should demonstrate a basic understanding of the concepts.

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 70-89th 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.

JUDGE'S EVALUATION FORM
PMK

PERFORMANCE INDICATORS

DID THE PARTICIPANT:

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Handle telephone calls in a businesslike manner?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
2. Explain the nature of effective verbal communications?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
3. Employ communication styles appropriate to target audience?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
4. Reinforce service orientation through communication?	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
5. Overall impression and responses to the judge's questions	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____

TOTAL SCORE _____