



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Pricing

BUSINESS 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 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature and scope of the pricing function.
- Describe the role of business ethics in pricing.
- Explain factors affecting pricing decisions.
- Communicate core values of products/services.
- Determine factors affecting business risk.

EVENT SITUATION

You are to assume the role of the general manager at HOMETOWN TROPHIES, a business that sells trophies and plaques for organizations and businesses. The owner of the company (judge) wants you to determine how to best deal with an increase in shipping fees.

Over half of HOMETOWN TROPHIES' customers are local groups and organizations that order trophies and plaques for recognition. These customers pick up the completed orders from the store rather than pay for shipping costs. The customers that are not local pay flat rate shipping fees based on the size of the order.

The package shipping and delivery company that the business uses, EXPRESS SHIP, has sent notification that shipping fees will soon be increasing. The price increase is significant enough that HOMETOWN TROPHIES can no longer offer the same flat rate shipping fees to out-of-town customers.

The owner of HOMETOWN TROPHIES (judge) is worried about losing the out-of-town customer base due to shipping costs. The owner (judge) has three suggestions for dealing with the shipping fees and wants you to analyze each, explain risks involved in each suggestion and make a final recommendation that best communicates HOMETOWN TROPHIES values.

- Option 1 – Keep the same flat rate shipping costs but increase the price of HOMETOWN TROPHIES' merchandise
- Option 2 – Raise the flat rate shipping fee to align with EXPRESS SHIP's increased fees
- Option 3 – Remove the flat rate shipping fee option and charge customers actual shipping costs which will vary based on weight of order and distance shipped

You will present your ideas 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 ideas and have answered the owner's (judge's) questions, the owner (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 the owner of HOMETOWN TROPHIES, a business that sells trophies and plaques for organizations and businesses. You want the general manager (participant) to determine how to best deal with an increase in shipping fees.

Over half of HOMETOWN TROPHIES' customers are local groups and organizations that order trophies and plaques for recognition. These customers pick up the completed orders from the store rather than pay for shipping costs. The customers that are not local pay flat rate shipping fees based on the size of the order.

The package shipping and delivery company that the business uses, EXPRESS SHIP, has sent notification that shipping fees will soon be increasing. The price increase is significant enough that HOMETOWN TROPHIES can no longer offer the same flat rate shipping fees to out-of-town town customers.

You are worried about losing the out-of-town customer base due to shipping costs. You have three suggestions for dealing with the shipping fees and want the general manager (participant) to analyze each, explain risks involved in each suggestion and make a final recommendation that best communicates HOMETOWN TROPHIES values.

- Option 1 – Keep the same flat rate shipping costs but increase the price of HOMETOWN TROPHIES' merchandise
- Option 2 – Raise the flat rate shipping fee to align with EXPRESS SHIP'S increased fees
- Option 3 – Remove the flat rate shipping fee option and charge customers actual shipping costs which will vary based on weight of order and distance shipped

The participant will present information 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. Do you have any other ideas for making our out-of-town customers feel valued?
2. Prices have been increasing across the board in 2021; why do you think that is?

Once the general manager (participant) has presented information 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.

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.



BUSINESS SERVICES MARKETING SERIES 2022

JUDGE'S EVALUATION FORM DISTRICT EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Pricing

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the pricing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe the role of business ethics in pricing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain factors affecting pricing decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Communicate core values of products/services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Determine factors affecting business risk?	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						