



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Merchandising

**INSTRUCTIONAL AREA**

Marketing

**RETAIL MERCHANDISING SERIES EVENT**

**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 have up to 10 minutes to role-play your situation with a judge (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 role-play.

**PERFORMANCE INDICATORS**

1. Explain the importance of merchandising to retailers.
2. Explain customer/client/business buying behavior.
3. Explain the nature and scope of the selling function.
4. Discuss actions employees can take to achieve the company's desired results.
5. Determine economic utilities created by business activities.



## EVENT SITUATION

You are to assume the role of store manager of THE OUTPOST, an outdoor-recreation superstore. The new storeowner (judge) has asked you to explain how merchandising and personal selling can work together in achieving the company's desired results.

THE OUTPOST is a specialty retailer of hunting, fishing, camping and related recreation merchandise. The store's merchandise mix is made up of 80% hardlines (equipment, gear and supplies) and 20% softlines (apparel related items). With a sales staff of outdoor enthusiasts to provide expertise and personal service, the 85,000 square-foot facility offers one-stop shopping for active adults.

Faced with a challenging economic environment of high unemployment and reduced consumer spending, the business was sold last month. The new owner (judge) believes that despite the poor economy, THE OUTPOST is under-performing and that improved merchandising and personal selling techniques can help to boost store sales and net income.

The storeowner (judge) will meet with you to hear your recommendations on how merchandising can complement personal selling efforts to influence customer-buying behavior at THE OUTPOST. Specifically, your presentation should include:

- The role that merchandising can play to increase sales and net income at THE OUTPOST.
- Actions that sales personnel can take to achieve the owner's (judge's) desired results.
- Benefits that would be realized by the store and its customers.

You will present 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 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. 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 the new owner of THE OUTPOST, an under-performing outdoor-recreation superstore. You have asked your store manager (participant) to explain how merchandising and personal selling can work together in achieving the company's desired results.

THE OUTPOST is a specialty retailer of hunting, fishing, camping and related recreation merchandise. The store's merchandise mix is made up of 80% hardlines (equipment, gear and supplies) and 20% softlines (apparel related items). With a sales staff of outdoor enthusiasts to provide expertise and personal service, the 85,000 square-foot facility offers one-stop shopping for active adults.

Faced with a challenging economic environment of high unemployment and reduced consumer spending, the business was sold last month. As the new owner, you believe that despite the poor economy, THE OUTPOST is under-performing and that improved merchandising and personal selling techniques can help to boost store sales and net income.

You will meet with your store manager (participant) to hear recommendations on how merchandising can complement personal selling efforts to influence customer-buying behavior at THE OUTPOST. Specifically, the presentation should include:

- The role that merchandising can play to increase sales and net income at THE OUTPOST.
- Actions that sales personnel can take to achieve the company's desired results.
- Benefits that would be realized by the store and its customers.

The store manager (participant) will present to you in a role-play to take place in your office. You will begin the role-play by greeting the store manager (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. How frequently should merchandise displays in high-traffic locations be changed?  
Please explain.
2. Why is it important for store employees to monitor inventory levels of products currently on display?

Once the store manager (participant) has presented and has answered your questions, you will conclude the role-play by thanking the store manager 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.

## JUDGE'S EVALUATION FORM

### RMS SAMPLE EVENT

#### DID THE PARTICIPANT:

##### 1. Explain the importance of merchandising to retailers?

**Little/No Value****0, 1, 2, 3, 4, 5**

Attempts at explaining the importance of merchandising were inadequate or weak.

**Below Expectations****6, 7, 8, 9, 10, 11**

Adequately explained the importance of merchandising to retailers.

**Meets Expectations****12, 13, 14, 15**

Effectively explained the importance of merchandising to retailers.

**Exceeds Expectations****16, 17, 18**

Very effectively explained the importance of merchandising to retailers.

##### 2. Explain customer/client/business buying behavior?

**Little/No Value****0, 1, 2, 3, 4, 5**

Attempts to explain customer/client/business buying behavior were inadequate or weak.

**Below Expectations****6, 7, 8, 9, 10, 11**

Adequately explained customer/client/business behavior.

**Meets Expectations****12, 13, 14, 15**

Effectively explained customer/client/business behavior.

**Exceeds Expectations****16, 17, 18**

Very effectively explained customer/client/business behavior.

##### 3. Explain the nature and scope of the selling function?

**Little/No Value****0, 1, 2, 3, 4, 5**

Attempts to explain the selling function were weak or nonexistent.

**Below Expectations****6, 7, 8, 9, 10, 11**

Adequately explained the nature and scope of the selling function.

**Meets Expectations****12, 13, 14, 15**

Effectively explained the nature and scope of the selling function.

**Exceeds Expectations****16, 17, 18**

Very effectively explained the nature and scope of the selling function.

##### 4. Discuss actions employees can take to achieve the company's desired results?

**Little/No Value****0, 1, 2, 3, 4, 5**

Attempts to discuss actions employees can take were inadequate or unclear.

**Below Expectations****6, 7, 8, 9, 10, 11**

Adequately discussed employee actions that would achieve the company's desired results.

**Meets Expectations****12, 13, 14, 15**

Effectively discussed employee actions that would achieve the company's desired results.

**Exceeds Expectations****16, 17, 18**

Very effectively discussed employee actions that would achieve the company's desired results.

##### 5. Determine economic utilities created by business activities?

**Little/No Value****0, 1, 2, 3, 4, 5**

Attempts to determine economic utilities created by business activities were inadequate or weak.

**Below Expectations****6, 7, 8, 9, 10, 11**

Adequately determined economic utilities created by business activities.

**Meets Expectations****12, 13, 14, 15**

Effectively determined economic utilities created by business activities.

**Exceeds Expectations****16, 17, 18**

Very effectively determined economic utilities created by business activities.

##### 6. Overall impression and response to the judge's questions.

**Little/No Value****0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations****2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations****5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations****8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_