



CAREER CLUSTER
Marketing

INSTRUCTIONAL AREA
Economics

BUSINESS SERVICES MARKETING 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 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. Explain measures used to analyze economic conditions.
2. Determine the relationship between government and business.
3. Determine factors affecting business risk.
4. Explain the role of business in society.
5. Respond to a customer inquiry.

EVENT SITUATION

You are to assume the role of senior consultant for ABC BUSINESS SERVICES, a full-service business consulting firm. Your client, the owner of SUNBURST CORPORATION (judge), has hired your firm for strategic advice on whether or not SUNBURST CORPORATION should expand into foreign markets.

SUNBURST CORPORATION specializes in the manufacture of small computer parts that are used in a variety of products—from toys to cars to computers. SUNBURST CORPORATION is number one in the U.S. market, but has recently lost about 3% of its market share. The owner (judge) is considering expanding into foreign markets in order to make up this loss and broaden their business generally. Until now, they have not done business in foreign markets, and they do not know what to expect or whether they should take the risk.

You have been hired to explain the advantages and disadvantages of conducting business in foreign markets. The owner of SUNBURST CORPORATION (judge) also needs your expertise in understanding the role of business in foreign markets and what changes, if any, they will need to make to their current business model to succeed in different economic systems.

You will present your advice to the owner of SUNBURST CORPORATION (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 recommendation. After you have presented your analysis 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 owner of SUNBURST CORPORATION. You have hired a senior consultant (participant) from ABC BUSINESS SERVICES, a full-service business consulting firm, to provide you strategic advice on whether or not SUNBURST CORPORATION should expand into foreign markets.

SUNBURST CORPORATION specializes in the manufacture of small computer parts that are used in a variety of products—from toys to cars to computers. SUNBURST CORPORATION is number one in the U.S. market, but has recently lost about 3% of its market share. You are considering expanding into foreign markets in order to make up this loss and broaden your business. Until now, you have not done business in foreign markets, and you do not know what to expect or whether you should take the risk.

You have hired a senior consultant from ABC BUSINESS SERVICES (participant) to explain the advantages and disadvantages of conducting business in foreign markets. You also need the consultant's (participant's) expertise in understanding the role of business in foreign markets and what changes, if any, you will need to make to your current business model to succeed in different economic systems.

The consultant (participant) will present the requested advice 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 his/her recommendations.

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

1. How important is it for our representatives to understand foreign languages?
2. What foreign markets would be best for our products?
3. What is the first step for us to make in this foreign expansion?

Once the consultant (participant) has presented the recommendations and has answered your questions, you will conclude the role-play by thanking the consultant (participant) 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 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.

JUDGE'S EVALUATION FORM

BSM
SAMPLE

DID THE PARTICIPANT:

1. Explain measures used to analyze economic conditions?

Little/No Value
0, 2

Attempts at explaining measures used to analyze economic conditions were inadequate or weak.

Below Expectations
4, 6, 8

Adequately explained measures used to analyze economic conditions.

Meets Expectations
10, 12, 14

Effectively explained measures used to analyze economic conditions.

Exceeds Expectations
16, 18

Very effectively explained measures used to analyze economic conditions.

2. Determine the relationship between government and business?

Little/No Value
0, 2

Attempts at determining the relationship between government and business were inadequate or weak.

Below Expectations
4, 6, 8

Adequately determined the relationship between government and business.

Meets Expectations
10, 12, 14

Effectively determined and explained the relationship between government and business.

Exceeds Expectations
16, 18

Very effectively determined and explained the relationship between foreign government and business.

3. Determine factors affecting business risk?

Little/No Value
0, 2

Attempts at determining factors affecting business risk were weak or incorrect.

Below Expectations
4, 6, 8

Adequately determined factors affecting business risk.

Meets Expectations
10, 12, 14

Effectively determined and explained factors affecting business risk.

Exceeds Expectations
16, 18

Very effectively determined and explained factors affecting foreign business risk.

4. Explain the role of business in society?

Little/No Value
0, 2

Attempts at explaining the role of business in society were inadequate or unclear.

Below Expectations
4, 6, 8

Adequately explained the role of business in society.

Meets Expectations
10, 12, 14

Effectively explained the role of business in society.

Exceeds Expectations
16, 18

Very effectively explained role of business in society.

5. Respond to customer inquiry?

Little/No Value
0, 2

Attempts at responding to a customer inquiry were inadequate or weak.

Below Expectations
4, 6, 8

Adequately responded to a customer inquiry.

Meets Expectations
10, 12, 14

Effectively responded to a customer inquiry.

Exceeds Expectations
16, 18

Very effectively responded to a customer inquiry.

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 _____