



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Management

**INSTRUCTIONAL AREA**  
Customer Relations

## **BUSINESS-TO-BUSINESS MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Develop strategies to protect brand's reputation.
2. Employ communication styles appropriate to target audience.
3. Explain the nature of positive customer relations.
4. Demonstrate a customer-service mindset.
5. Reinforce service orientation through communication.

## **CASE STUDY SITUATION**

You are the director of sales and director of customer relations for ON AUTHORITY, a speakers bureau that represents talented speakers hired by business clients. ON AUTHORITY represents many CEOs, CFOs and CMOs of top companies as well as a variety of former politicians. The speakers are available to give keynote and motivational speeches to businesses and organizations.

A nonprofit organization booked a prominent young entrepreneur to give the keynote address at the organization's annual meeting. The young entrepreneur is a well-known, high profile businessman. Due to the popularity of the entrepreneur, it cost the nonprofit organization \$20,000 to book him for the 20-minute keynote address. The contract was signed six months ago. The ON AUTHORITY sales team has worked with the nonprofit organization to ensure the entrepreneur knows the audience, meeting theme, room set-up and more. The keynote address is scheduled for next week and the \$20,000 has been paid in full.

## **YOUR CHALLENGE**

The young entrepreneur represented by ON AUTHORITY was recently involved in a scandal. Several emails, voicemails and text messages were discovered that reveal the entrepreneur has misused funds and forged documents. A criminal investigation is pending. The entrepreneur immediately made a statement to publically apologize.

Upon discovery, ON AUTHORITY has decided to part ways with the young entrepreneur. ON AUTHORITY does not want its brand to be associated with the negative press the entrepreneur is receiving and will continue to receive throughout the criminal investigation. Per the contract, ON AUTHORITY must provide the organization with another speaker with a similar background and status.

The president of ON AUTHORITY has asked you to determine:

- Personnel to follow-up with the nonprofit organization
- Message to deliver to the nonprofit organization and method of delivery
- Options for resolution
- Strategies to ensure the nonprofit organization has a positive experience with ON AUTHORITY

You will present your ideas to the president in a meeting to take place in the president's office. Additional staff from the company may accompany the president.



**BUSINESS-TO-BUSINESS MARKETING, 2019**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

Sample Event

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**

Customer Relations

I.D. Number: \_\_\_\_\_

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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<b>PERFORMANCE INDICATORS</b>						
<b>1.</b>	Develop strategies to protect brand's reputation?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>2.</b>	Employ communication styles appropriate to target audience?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>3.</b>	Explain the nature of positive customer relations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>4.</b>	Demonstrate a customer-service mindset?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>5.</b>	Reinforce service orientation through communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
<b>6.</b>	Demonstrate clarity of expression?	0-1	2-3	4	5	
<b>7.</b>	Organize ideas?	0-1	2-3	4	5	
<b>8.</b>	Show evidence of mature judgment?	0-1	2-3	4	5	
<b>9.</b>	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						