



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Economics

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. Write proposals.
2. Develop collaborative relationships with channel members.
3. Determine factors affecting business risk.
4. Explain the concept of competition.
5. Identify factors affecting a business's profit.

CASE STUDY SITUATION

You are the regional sales manager and the local sales coordinator for CLICK SCHOOL PHOTOGRAPHY, a company that provides photography services for schools across the United States. The majority of public schools in your region partner with CLICK for their students' individual fall and spring school portraits and class pictures.

One particular school district in this region includes two secondary schools, four middle schools and eight elementary schools. There are three other school photography companies in the area vying for the district's business. While your company has been the exclusive school photographer for this district for the past six years, it is now time for the district to contract for future years. In addition, the current purchasing director for the school district has only been with the district for about one year, so the previous contracts were agreed to with his/her predecessor.

When photography companies submit proposals, it is typical for them to seek three years of partnership, allowing the chosen company to be the exclusive school photographer for three school years. Like the other school photography companies, CLICK offers incentives and perks to schools that choose to sign a three-year contract. The designated school administrator and the CLICK local sales coordinator negotiate the contract, so not all incentives and perks are the same. However, over 80% of the proposals in this regional contain the following incentives and perks:

- Signing bonus of \$1,500 for exclusive 3-year contract
- Commission of 40% of all school photography sales
- Free photograph packages for faculty and staff

Once a contract has been signed, CLICK photographs each student enrolled in the district in the fall and in the spring and sells the student's school picture to parents or guardians. The school pictures are only available in packages. CLICK also negotiates the photography package prices with the school administrator, who in this case is the district purchasing director. Typically, individual student photograph packages range in price from \$35 up to \$120.

You have recently submitted a proposal to the district purchasing director that included the typical perks and incentives listed above that the majority of school districts approve. The director wants to work with CLICK SCHOOL PHOTOGRAPHY because of the trusted brand and superior product, but is concerned about the package pricing—the majority of the students in the district are from low-income families, qualifying for free or reduced lunch. The district purchasing director is worried that the high photo packages offered by CLICK will be too expensive for the families.

YOUR CHALLENGE

You must adjust the proposal to address incentives, perks and package pricing. While you have been given free rein to be creative with incentives, perks and pricing to best fit the district's needs, it is important that the proposal benefit the school, the parents and guardians as well as CLICK SCHOOL PHOTOGRAPHY.

You will present your analysis and new proposal to the district purchasing director in a meeting to take place in the director's office. Additional staff from the district may join the director. You will receive 2-3 questions from the judge pertaining to the case situation.



BUSINESS-TO-BUSINESS MARKETING

Participant: _____

I.D. Number: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

Participant: _____

INSTRUCTIONAL AREA
Economics

I.D. Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Write proposals?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop collaborative relationships with channel members?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Determine factors affecting business risk?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of competition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify factors affecting a business's profit?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	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	
TOTAL SCORE						