



OCCUPATIONAL CATEGORY
Apparel and Accessories Marketing Series
Associate Level

INSTRUCTIONAL AREA
Selling

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions including Performance Indicators Evaluated and the 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 meet with a judge to role-play your situation.
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 EVALUATED

1. Explain the key factors in building a clientele.
2. Analyze customers (apparel and accessories).
3. Address the needs of individual personalities.
4. Prospect for customers.
5. Plan strategies for meeting sales quotas.

EVENT SITUATION

You are to assume the role of experienced employee at SEQUINS, an upscale women's clothing store. A new employee (judge) has asked you how to build a clientele using fashion show guest cards.

SEQUINS frequently participates in fashion shows for several reasons. First, your store management feels that it is important to maintain a high profile with the clientele who attend these shows. Second, the information obtained from fashion show attendees is used to build the clientele for your store.

At every fashion show in which your store participates, guests are asked to fill out Fashion Show Guest Cards. These cards request information from the attendees that can be very helpful in building store clientele. After each show is over, the guest cards are divided equally among the sales staff of the store. Each member of the sales staff may use the information on each of his/her cards to "prospect" for sales.

Using these leads is especially beneficial on slow sales days. Since your store requires that you meet a minimum sales quota before obtaining a commission, these cards can be invaluable tools for reaching target customers.

Your store has just participated in a fashion show. Management has gathered the cards and handed them out to the employees. You are looking over yours (examples have been provided) when a new employee (judge) approaches you. The new employee (judge) will ask you how you use the information provided on the fashion show guest card. You are to explain how you use the cards to build a clientele, maintain a customer/prospect list, analyze and address customer needs, and use them as an aid in reaching your sales quota. Review the two examples of the fashion show guest cards provided before you meet with the new employee (judge).

You will interact with the new employee (judge) in a role-play to take place on the sales floor at SEQUINS. The new employee (judge) will begin the event by greeting you and asking you to explain how you use the cards. After you have explained your use of the cards and have answered the new employee's (judge's) questions, the new employee (judge) will conclude the event by thanking you

for your explanation.

FASHION SHOW GUEST CARD

NAME Rita Mays DATE 4-15-05

ADDRESS 213 Alameda SPONSOR OF SHOW Junior League

CITY Crompton STATE Virginia ZIP CODE 22091

PHONE (703) 555-3221

Please fill out the following information regarding your clothing preferences so that we may better serve you:

Size: Dress 10 Pant 8

Blouse 10 or M Skirt 8

Coat 10 Other _____

Color

Preference: Pastels _____ Bolds _____

Earthtones _____ Other _____

Brand

Preference: (List brands whose style, size and fit meet your preferences.)

Donna Karan, Liz Claiborne

List any other information which you feel could help us to better serve your clothing needs:

Prefer basic styles

FASHION SHOW GUEST CARD

NAME Susan Sayre DATE 4-15-05

ADDRESS 7 Lakeview Road SPONSOR OF SHOW Junior League

CITY Crompton STATE Virginia ZIP CODE 22091

PHONE (703) 555-3004

Please fill out the following information regarding your clothing preferences so that we may better serve you:

Size: Dress 6 Pant 6

Blouse 6 Skirt 6

Coat 6 Other

Color

Preference: Pastels Bolds

Earthtones Other

Brand

Preference: (List brands whose style, size and fit meet your preferences.)

Vittidini, Carol Little

List any other information which you feel could help us to better serve your clothing needs:

Prefer bold prints in high fashion style

Judge's questions:

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

1. How do you use these cards to build a clientele?
2. What do you do with the cards once the customer has been contacted? (How can the cards be maintained?)
3. How can using these cards help to meet my sales quota?

JUDGE'S EVALUATION FORM

AAAL

DID THE PARTICIPANT:

1. Explain the key factors in building a clientele?

POOR**0, 2**

Attempts at explaining the key factors in building a clientele were inadequate or unclear.

FAIR**4, 6, 8**

Adequately explained the key factors in building a clientele.

GOOD**10, 12, 14**

Effectively explained the key factors in building a clientele.

EXCELLENT**16, 18**

Very effectively and thoroughly explained the key factors in building a clientele; gave examples.

2. Analyze customers (apparel and accessories)?

POOR**0, 2**

Explanation of using information on the cards to analyze customers was inadequate or incomplete.

FAIR**4, 6, 8**

Adequately explained how to use the information on the cards to analyze customers.

GOOD**10, 12, 14**

Effectively explained how to use the information on the cards to analyze customers.

EXCELLENT**16, 18**

Very effectively explained how to use the information on the cards to analyze customers.

3. Address needs of individual personalities?

POOR**0, 2**

Explanation of how to address the needs of individual personalities was inadequate or incomplete.

FAIR**4, 6, 8**

Adequately explained how to address the needs of individual personalities.

GOOD**10, 12, 14**

Clearly explained how to address the needs of individual personalities.

EXCELLENT**16, 18**

Effectively explained how to use address the needs of individual personalities.

4. Prospect for customers?

POOR**0, 2**

Explanation of prospecting for customers was inadequate or incomplete.

FAIR**4, 6, 8**

Adequately explained how to prospect for customers.

GOOD**10, 12, 14**

Effectively explained how to prospect for customers.

EXCELLENT**16, 18**

Very effectively explained how to prospect for customers; gave examples.

5. Plan strategies for meeting sales quotas?

POOR**0, 2**

Attempts at planning strategies for meeting sales quotas were inadequate or incomplete.

FAIR**4, 6, 8**

Adequately planned strategies for meeting sales quotas.

GOOD**10, 12, 14**

Effectively planned strategies for meeting sales quotas.

EXCELLENT**16, 18**

Very effectively planned strategies for meeting sales quotas.

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

POOR**0, 1**

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

FAIR**2, 3, 4**

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

GOOD**5, 6, 7**

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

EXCELLENT**8, 9, 10**

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

Judge's Initials _____

TOTAL SCORE _____