

CUSTOMER SERVICE AND SUPERMARKET EVENTS

OVERALL INSTRUCTIONS

1. Any student with an I.E.P. (Individualized Educational Plan) and is enrolled in a Marketing Education Program is eligible to enter the Customer Service **or** Supermarket Careers Events.
2. The Special Needs Event Form can be found in the New Jersey DECA handbook. This form must accompany the Regional and State Conference registration forms.
3. Students who are entered in the Customer Service Event will compete in the following instructional areas: Human Relations/Job Interview, Personal Selling/Sales Presentation, and Basic/Social Skills/Pre-Employment test instructional areas. The product for the selling presentation at the regional conferences will be a pair of Electric Alarm Clock. The product for the state conference will be a Electric Alarm Clock
4. Students who are entered in the Supermarket Careers Event will compete in the following instructional areas: Human Relations/Job Interview, Basic and Social Skills/Pre-Employment test, and Operations/Bagging.
5. A DECA word bank for students to use as a study guide of industry-related terminology will be used for these competitive events.
6. Scores from the three instructional areas will be combined to achieve one score.
7. Regional qualifiers will be determined in the same manner as the other qualifying events.

Additional information regarding regional quotas can be found in the DECA Handbook. The students who qualify will be the only students allowed to compete in these events at the State Conference.

INDIVIDUAL STATE SERIES EVENT

Instructional Area: Human Relations

Customer Service

Event Overview:

To acquaint students with the human relations skills they will need to work in business and industry. The human relations event will be a role-play activity. The problem will be a job interview situation.

Competencies Evaluated:

1. Address people properly.
2. Use proper grammar and vocabulary.
3. Maintain appropriate personal appearance.
4. Fill out a job application.
5. Maintain a positive attitude.
6. Demonstrate honesty, integrity, empathy, and assertiveness.
7. Foster positive working relations and team building.
8. Set personal goals.

Student Instructions

1. The event will be divided and judged in two phases:
 - a) Application – 35 points
 - b) Interview – 65 Points
2. The participant will approach the interviewer as though applying for a job as a stock person in a department store.
3. The student will complete an employment application. The student will be allowed to refer to the personal data sheet he/she brought.
4. The interviewer will receive the completed application along with the student's personal data sheet/resume (typed or hand printed).
5. Each student will be interviewed by the judge(s) for a time limit of 7 minutes.
6. All students will be asked similar questions.
7. Students must bring a pen, and a personal data sheet/resume (typed or hand written) to the event.
8. Students may not use a job application as a personal data sheet.
9. Clothing specifications: Businesslike attire as per DECA dress code.

Customer Service
 Job Interview
 ID Number _____

Judges Initials _____

Evaluation of Job Interview and Application

<u>Application (35 Points)</u>	<u>Above Excellent</u>	<u>Average</u>	<u>Average</u>	<u>Below Average</u>	<u>Poor</u>	<u>Score</u>
1. Wrote neatly and legibly	5	4	3	2	1	_____
2. Filled in all blanks	10	8	6	5	2	_____
3. Followed instructions as stated on application	10	8	6	4	2	_____
4. Completed Personal Data sheet (typed or hand printed)	10	8	6	4	2	_____

<u>Interview (65 Points)</u>	<u>Above Excellent</u>	<u>Average</u>	<u>Average</u>	<u>Below Average</u>	<u>Poor</u>	<u>Score</u>
5. Greeted interviewer by name	5	4	3	2	1	_____
6. Shook interviewer's hand	5	4	3	2	1	_____
7. Looked interviewer in the eye	5	4	3	2	1	_____
8. Showed desire to work	5	4	3	2	1	_____
9. Thanked the interviewer	5	4	3	2	1	_____
10. Asked questions about the job	5	4	3	2	1	_____
11. Answered questions thoroughly.	10	8	6	4	2	_____
12. Showed enthusiasm, honesty and integrity.	5	4	3	2	1	_____
13. Demonstrated knowledge of positions.	10	8	6	4	2	_____
14. Overall impression	10	8	6	4	2	_____

#1 – Overall Impression
 #2 – Completed Data Sheet
 #3 – Demonstrated knowledge of positions.

Tie Breakers: _____

Total Possible Points – 100 Total Score _____

INDIVIDUAL STATE SERIES EVENT
Instructional Area: Basic and Social Skills

Customer Service

Event Overview

The students will complete a pre-employment test, including both vocabulary and mathematics.

Competencies Evaluated:

1. Solve addition, subtraction, multiplication and division problems.
2. Use proper techniques for giving change.
3. Solve mathematical problems involving fractions and percentages.
4. Calculate discounts.
5. Calculate sales tax.
6. Use proper grammar and vocabulary.

Student Instructions:

1. This event consists of a mathematics and vocabulary examination to test your skill in accurately handling mathematical problems and vocabulary terms associated with employment in retailing.
2. You will be allowed 60 minutes to complete the test.
3. You will be furnished with extra paper for figuring the math problems.
4. You will need to furnish 2 sharp pencils, 7% sales tax chart and calculator when you enter the competition area. No sharing of calculators is allowed.
5. Make sure all (\$) dollar signs and decimals are clearly placed in your answer.
6. All money amounts must be rounded off to the nearest cent.
7. Vocabulary terms will be those listed in the word bank located in the DECA handbook.
8. The event managers will not give you hints or help answering problems once the test is handed out.
9. Proper DECA dress code is required for this event.

**The tie breaker for this event is the highest combined scores of the Sales & Human Relations Events.*

INDIVIDUAL STATE SERIES

Instructional Area: Personal Selling

Customer Service

Event Overview

The sales presentation event provides the participant the opportunity to demonstrate his/her ability to evaluate a product and deliver sales presentation for that product to a potential customer (judge). The major focus of this event is the ability of the participant to interact with a customer and apply knowledge of salesmanship. Participants are to determine what the customer is looking for and present the product. Participants will be rated on their ability to use all steps in a sale.

Competencies Evaluated

1. Demonstrate opening a sale
2. Determine customer needs
3. Present merchandise
4. Explain features and benefits
5. Overcome objections
6. Close a sale
7. Demonstrate suggestion selling

Student Instructions

The product for sale will be an electric alarm clock for Regional and for the State competition. The participant is to assume the role of a salesperson in a well-known retail store. The participant will sell their product to the customer. The participant has approached a customer (judge) in a store who is starting to look at the product. You are to suggest your product to the customer.

Identical products will be provided to all participants on site for students review during the 10 minute prep.

1. No outside material of any kind will be permitted for this role-play.
2. Paper and pencil will be provided on site.
3. Students will have 10 minutes to examine the product for sale and prepare their presentation.
4. The presentation will be limited to 10 minutes.

The presentation will conclude with the judge agreeing to purchase the product.

Customer Service

Participant Name _____

Sales Presentation

I.D. Number _____

Evaluation Form

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Score</u>
1. Opening – Effective greeting; opening statement.	10	9-8-7	6-5-4	3-2-1	_____
2. Determined customer needs.	10	9-8-7	6-5-4	3-2-1	_____
3. Clearly demonstrated product knowledge.	10	9-8-7	6-5-4	3-2-1	_____
4. Effectively used feature and benefit selling.	15	12	9	6	_____
5. Overcame objections in a poised and confident manner. Answered questions.	10	9-8-7	6-5-4	3-2-1	_____
6. Effectively closed the sale.	10	9-8-7	6-5-4	3-2-1	_____
7. Effectively used suggestion selling.	10	9-8-7	6-5-4	3-2-1	_____
8. Projection skills, proper use of grammar, enthusiasm, and volume.	10	9-8-7	6-5-4	3-2-1	_____
9. Professional appearance, poise and confidence.	6-5	4-3	2	1	_____
10. Judge's subjective evaluation of total performance; overall impression.	9-8-7	6-5	4-3	2-1	_____

Total Judged Points (100 maximum) _____

INDIVIDUAL STATE SERIES

Supermarket Careers

Instructional Area: Human Relations

Event Overview

To acquaint students with the human relations skills they will need to work in business and industry. The human relations event will be a role-play activity. The problem will be a job interview situation.

Competencies Evaluated:

1. Address people properly.
2. Use proper grammar and vocabulary.
3. Maintain appropriate personal appearance.
4. Fill out a job application.
5. Maintain a positive attitude.
6. Demonstrate honesty, integrity, empathy, and assertiveness.
7. Foster positive working relations and team building.
8. Set personal goals.

Student Instruction

1. The event will be divided and judged in two phases:
 - A. Application – 35 Points
 - B. Interview – 65 Points
2. The participant will approach the interviewer as though applying for a job as a bagger/stock person in a supermarket.
3. The student will complete an employment application. The student will be allowed to refer to the personal data sheet he/she brought.
4. The interviewer will receive the completed application along with the student's personal data sheet (typed and hand printed).
5. Each student will be interviewed by the judges for a time limit of 7 minutes.
6. All students will be asked similar questions.
7. Students must bring pen, and personal data sheet (typed or hand written) to the event.
8. Student may not use a job application as a personal data sheet.
9. Clothing specifications: Businesslike attire as per DECA dress code.

Supermarket Careers
 Job Interview
 ID Number _____
 Evaluation of Job Interview and Application

Judges Initials _____

<u>Application (35 Points)</u>	<u>Excellent</u>	<u>Above Average</u>	<u>Average</u>	<u>Below Average</u>	<u>Poor</u>	<u>Score</u>
1. Wrote neatly and legibly	5	4	3	2	1	_____
2. Filled in all blanks.	10	8	6	5	2	_____
3. Followed instructions as stated on application.	10	8	6	4	2	_____
4. Completed Personal Data Sheet (typed or hand printed)	10	8	6	4	2	_____

<u>Interview (65 Points)</u>	<u>Excellent</u>	<u>Above Average</u>	<u>Average</u>	<u>Below Average</u>	<u>Poor</u>	<u>Score</u>
5. Greeted interviewer by name	5	4	3	2	1	_____
6. Shook interviewer's hand	5	4	3	2	1	_____
7. Looked interviewer in the eye	5	4	3	2	1	_____
8. Showed desire to work	5	4	3	2	1	_____
9. Thanked the interviewer	5	4	3	2	1	_____
10. Asked questions about the job	5	4	3	2	1	_____
11. Answered questions thoroughly	10	8	6	4	2	_____
12. Showed enthusiasm, honesty and integrity.	5	4	3	2	1	_____
13. Demonstrated knowledge of positions.	10	8	6	4	2	_____
14. Overall impression	10	8	6	4	2	_____

#1 – Overall Impression
 #2 – Completed Data Sheet
 #3 – Demonstrated knowledge of positions.

Tie Breakers: _____

Total Possible Points – 100 Total Score _____

INDIVIDUAL STATE SERIES EVENT
Instructional Area: Basic and Social Skills

Supermarket Careers

Event Overview

The students will complete a pre-employment test, including vocabulary, mathematics, and safety.

Competencies Evaluated:

1. Solve addition, subtraction, multiplication and division problems.
2. Use proper techniques for giving change.
3. Solve mathematical problems involving fractions and percentages.
4. Calculate discounts.
5. Calculate sales tax.
6. Use proper grammar and vocabulary.

Student Instructions

1. This event consists of a mathematics, vocabulary and safety examination to test your skills in accurately handling mathematical problems, vocabulary terms and safety issues associated with employment in supermarkets.
2. You will be allowed 60 minutes to complete the test.
3. You will be furnished with extra paper for figuring the math problems.
4. You will need to furnish 2 sharp pencils, 7% sales tax chart and calculator when you enter the competition area. No sharing of calculators is allowed.
5. Make sure all (\$) dollar signs and decimals are clearly placed in your answer.
6. All money amounts must be rounded off to the nearest cent.
7. Vocabulary terms will be those listed in the word bank located in the DECA handbook.
8. Proper DECA dress code is required for the event. Please do not wear any clothing or identification that will indicate place of employment.
9. *The tiebreaker for this event is the highest combined scored of the Operations and Human Relations event.*

INDIVIDUAL STATE SERIES EVENT
Instructional Area: Operations

Supermarket Careers

Event Overview

The operations area will consist of a bagging competition.

Competencies Evaluated:

1. Demonstrate packing techniques.
2. Evaluate the size of the grocery order.
3. Select the appropriate bag for the size of the order.
4. Pack a grocery order.
5. Demonstrate style, positive attitude, and appropriate appearance.

Student Instructions

1. The student will be asked to pack an order of groceries.
2. The student will be given no more than 10 minutes to complete the tasks.
3. The student will be evaluated on the placement of items in the bag and the weight of the bag for the customer.
4. The student should present a neat appearance, be polite and convey a customer-oriented attitude.
5. Clothing Specifications: Businesslike attire as per DECA dress code. Please do not wear any clothing or identification that will indicate place of employment.

This event will be similar to the National Grocers Association “bag-off” competition.

SUPERMARKET CAREERS BAGGING

Participant ID _____

Judges Initials _____

JUDGE'S EVALUATION FORM

1. Select the proper size bags

FAIR 2-4-6 Chose incorrect	GOOD 8-10-12 Chose one proper	EXCELLENT 14-16-18-20 Chose proper size	SCORE _____
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2. Proper placement of items in bags

FAIR 2-4-6 Placed few items properly	GOOD 8-10-12 Placed some items properly	EXCELLENT 14-16-18-20 Placed all items properly	SCORE _____
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3. Proper distribution of weight within bag

FAIR 2-4-6 All weight in one bag	GOOD 8-10-12 Bags are unbalanced	EXCELLENT 14-16-18-20 Weight evenly distributed	SCORE _____
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4. Sub-bagging of necessary products

FAIR 2-4-6 No sub-bagging	GOOD 8-10-12 Some proper items sub-bagged	EXCELLENT 14-16-18-20 All proper items sub-bagged	SCORE _____
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5. Customer Contact

FAIR 2-4-6 Did not look at or thank customer	GOOD 8-10-12 Either looked at or thanked customer	EXCELLENT 14-16-18-20 Thanked customer and properly handed customer the packed bags	SCORE _____
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TOTAL
SCORE _____

TIE BREAKER: #5, THEN #2, #3

CUSTOMER SERVICE WORD BANK

2010-2011

Basic Stock List:	A stock list that specifies the minimum amount of merchandise that should be on hand for specific products.
Body Language:	Communication by the movement and position of a person's body.
Brand:	A name, design or symbol that identifies the products of a company or a group of companies.
Closing the sale:	Obtaining a customer's positive agreement to buy.
Communication:	The process of exchanging information, ideas, and feelings.
Customer benefit:	The advantage or personal satisfaction a customer will get from a good or service.
Display:	The visual and artistic aspects of presenting a product to a target group of customers.
Employee:	A paid worker
Employer:	The person or company who pays people to work.
Exchange:	Merchandise brought back to be replaced by other merchandise.
Greeting:	The way the salesperson welcomes a customer in the store.
Invoice:	The supplier's statement that the order has been filled and the merchandise is sent.
Job Interview:	A meeting at which a person who wants a job talks to an employer about going to work.
Management:	The process of achieving company goals by effective use of human resources technology and material resources.
Manager:	The person in charge that determines how the labor will be used in a business.
Marketing:	The process of determining and satisfying the needs and wants of the consumer by exchanging goods/services for money.
Markup:	The difference between the cost and the selling price of an item.
Objection:	The concern, hesitation or doubt a customer has for not making a purchase.
Physical Inventory:	A method of counting merchandise by visually inspecting and counting it to determine the the quantity on hand.
Scanner:	A device used to read the UPC on a product label.
Selling:	The process of helping customers make satisfying buying decisions by communicating how products and their features match customers' needs.
Suggestion Selling:	Selling additional goods or services to the customer.
Till:	The cash drawer of the cash register.
Toxic:	Poisonous
UPC:	Universal Price Code, a symbol that appears as a series of bars and a row of numerals on an item that identifies that item.

SUPERMARKET CAREERS WORD BANK

2010-2011

Bagger:	An employee who packs customers' orders after they have been checked out at the cash register.
Blocking:	Stocking a shelf so that the product is in even layers. Products can be blocked to the front or back of the shelf.
Bulk Merchandise:	Products that are sold without wrapping. Usually sold in bulk.
Produce:	Fresh fruits, vegetables and fresh products which are made from fruits and vegetables.
Case Lot:	A complete, unopened case of a product.
Checker:	An employee in a food store who runs the cash register and collects payment.
Code Dated:	Product has date(s) in code showing when the product was made and how long it should be displayed before sale.
Dairy Case:	Display unit for dairy products that keeps them cold to retard spoilage.
Dairy Product:	A product that is made from milk.
Facing:	Stocking a shelf so that all products are pulled evenly to the front of the shelf.
Gondola:	Regular back-to-back grocery shelving unit.
Health/Beauty Aids (HABA, HBA):	A class of general merchandise including hair care items, medications, make-up, and first aid products.
Open Dating:	A date on a label of a product that shows a pull date (a date by which an item must be sold), or pack date (the date the item was packaged).
Perishable:	A product that will spoil easily.
Refrigerate:	To make or keep cool or cold.
Rotation:	Using FIFO (first in, first out) method to stock and sell products. Moving older products in a display or on a shelf so that they will be sold before newer products.
Scale:	Mechanical or electronic device used to weigh items.
Scanner:	An electronic device that reads Universal Product Codes (UPC).
Stocking:	Putting products on the shelf or display so they can be sold.
Stock out:	An item that is out-of-stock in the display area.
Supermarket:	A full-time, full service food store which occupies 6,000 square feet or more and annually sells two million dollars or more of products.
Temperature Gauge:	An instrument that shows how cold the dairy case, refrigerators or freezers are.
Trimming:	Removing damaged or discolored leaves or spots from product to give it a fresh look.
Universal:	A computer code that identifies a product and its price at the checkout counter.
Product Code:	An electronic scanner sends the information to the store's central computer for instant inventory records.
Warning:	Putting a wax that can be eaten on some fruits and vegetables to make them last longer and look fresh and bright.