



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Selling

HOTEL AND LODGING MANAGEMENT SERIES EVENT

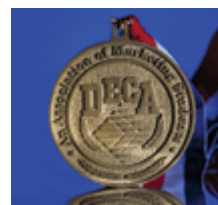
PARTICIPANT INSTRUCTIONS

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 promotional methods used in the hospitality and tourism industry.
2. Explain the components of advertisements.
3. Explain the role of customer service as a component of selling relationships.
4. Explain key factors in building a clientele.
5. Explain the nature and scope of the selling function.



EVENT SITUATION

You are to assume the role of vice president of sales for the CONVENTION CONNECTION HOTEL. The CEO (judge) of the hotel has asked you to develop a sales presentation to boost business at the hotel.

Major hotels compete for business in cities that have large convention centers. The competition for business is fierce with hotels trying to maximize their profits.

The CONVENTION CONNECTION HOTEL is located in a city that has the largest convention center in the United States. This city also has numerous attractions and amusement parks for family vacations to entertain guests year round in a mild climate. The CONVENTION CONNECTION HOTEL is located one block from the large convention center. The city where your hotel is located has 50,000 hotel rooms.

The CONVENTION CONNECTION HOTEL boasts the latest amenities for tourists and convention center visitors. There are both inside and outside swimming pools and the newest exercise equipment. Business travelers have free wireless Internet in their rooms and can also use a fully equipped business center. The hotel has a fine-dining restaurant, a bar, a restaurant with lighter fare, and a coffee shop. All other premier hotel services and room furnishings are included.

Your job as vice president of sales requires you to attend travel and tourism trade shows throughout the country in order to acquire business for your new hotel. The CEO (judge) has asked you to develop a professional portfolio (pocket folder) including pictures and key information about the hotel. You are also to develop a sales presentation. The sales presentation should highlight the strengths of your new hotel. The proximity of the hotel to the convention center makes it essential for the hotel to charge prices for maximum profit. Your hotel will monitor prices charged by the competition when making pricing decisions.

The CEO (judge) for the CONVENTION CONNECTION HOTEL has asked you to outline your presentation and describe the advertising portfolio that you will give to prospective customers. Your presentation must convince the CEO (judge) that your hotel can intercept some of the top convention business by emphasizing the strengths of your hotel.

You will present your information to the hotel's CEO (judge) in a role-play to take place in his/her office. The CEO (judge) will begin the role-play by greeting you and asking to hear your sales strategies. After you have presented your information and have answered the CEO's (judges') questions, the CEO (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 CEO for the CONVENTION CONNECTION HOTEL. You have asked your vice president of sales (participant) to develop a sales presentation to boost business at the hotel.

Major hotels compete for business in cities that have large convention centers. The competition for business is fierce with hotels trying to maximize their profits.

The CONVENTION CONNECTION HOTEL is located in a city that has the largest convention center in the United States. This city also has numerous attractions and amusement parks for family vacations to entertain guests year round in a mild climate. The CONVENTION CONNECTION HOTEL is located one block from the large convention center. The city where your hotel is located has 50,000 hotels.

The CONVENTION CONNECTION HOTEL boasts the latest amenities for tourists and convention center visitors. There are both inside and outside swimming pools and the newest exercise equipment. Business travelers have free wireless Internet in their rooms and can also use a fully equipped business center. The hotel has a fine-dining restaurant, a bar, a restaurant with lighter fare, and a coffee shop. All other premier hotel services and room furnishings are included.

The job description of the vice president of sales (participant) for CONVENTION CONNECTION HOTEL requires him/her to attend travel and tourism trade shows throughout the country in order to acquire business for your new hotel. You have asked the vice president (participant) to

develop a professional portfolio (pocket folder) that includes pictures and key information about the hotel. The vice president (participant) must also develop a sales presentation. The sales presentation should highlight the strengths of your new hotel. The proximity of the hotel to the convention center makes it essential for the hotel to charge prices for maximum profit. Your hotel will monitor prices charged by the competition when making pricing decisions.

You have asked the vice president of sales (participant) to outline his/her presentation and describe the advertising portfolio that will be given to prospective customers. The vice president's (participant's) presentation must convince you that your hotel can intercept some of the top convention business by emphasizing the strengths of the hotel.

The vice president (participant) will present the information he/she has developed to you in a role-play to take place in your office. You will begin the role-play by greeting the vice president (participant) and asking to hear about the sales presentation and brochure.

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

1. How do we identify some of the nation's largest conferences that require convention and hotel space?
2. What promotional materials will our potential clients appreciate the most?
3. What type of follow-up do you have planned for the business prospects you meet at national trade shows to close the sale?

Once the vice president of sales (participant) has presented a plan for acquiring hotel and convention business throughout the United States and has answered your questions, you will conclude the role-play by thanking the vice president (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

HLM SAMPLE

DID THE PARTICIPANT:

1. Explain promotional methods used in the hospitality and tourism industry?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts to explain promotional methods used in the hospitality and tourism industry were inadequate or weak.	4, 6, 8 Adequately explained promotional methods used in the hospitality and tourism industry.	10, 12, 14 Effectively explained promotional methods used in the hospitality and tourism industry.	16, 18 Very effectively explained promotional methods used in the hospitality and tourism industry.

2. Explain the components of advertisements?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts to explain the components of advertisements were inadequate or weak.	4, 6, 8 Adequately explained the components of advertisements.	10, 12, 14 Effectively explained the components of advertisements.	16, 18 Very effectively explained the components of advertisements.

3. Explain the role of customer service as a component of selling relationships?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts to explain the role of customer service as a component of selling relationships were weak or incorrect.	4, 6, 8 Adequately explained the role of customer service as a component of selling relationships.	10, 12, 14 Effectively explained the role of customer service as a component of selling relationships.	16, 18 Very effectively explained the role of customer service as a component of selling relationships.

4. Explain key factors in building a clientele?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts to explain key factors in building a clientele were inadequate or unclear.	4, 6, 8 Adequately explained key factors in building a clientele.	10, 12, 14 Effectively explained key factors in building a clientele.	16, 18 Very effectively explained key factors in building a clientele.

5. Explain the nature and scope of the selling function?

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 2 Attempts to explain the nature and scope of the selling function were inadequate or weak.	4, 6, 8 Adequately explained the nature and scope of the selling function.	10, 12, 14 Effectively explained the nature and scope of the selling function.	16, 18 Very effectively explained the nature and scope of the selling function.

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

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations
0, 1 Demonstrated few skills; could not answer the judge's questions.	2, 3, 4 Demonstrated limited ability to link some skills; answered the judge's questions adequately.	5, 6, 7 Demonstrated the specified skills; answered the judge's questions effectively.	8, 9, 10 Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____