

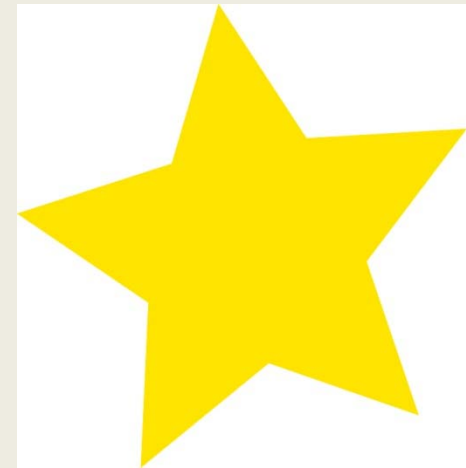
TIP#2: EXPLAIN **EVERY** PERFORMANCE INDICATOR- **IN DETAIL**

Example: Determine factors affecting business risk

While there are a number of factors that affect our level of risk, we must be able to distinguish between natural, economic and human risks.

Human risks are the most likely threat to our business. In this case, with proper employee training and clearly communicated store policies, we can protect ourselves against lawsuits and potential theft.

While not all risk is preventable, we can make sure that our insurance policies are update and provide enough coverage to protect our assets.



This is the **MOST** important part of the role-play!

TIP #3: USE VISUAL AIDS (NOT NOTES)

Visual Aid Ideas

- Goals and Objectives
- Theme or Slogan
- Store Layouts
- Diagrams or visual organizers
- Benefits/Advantages
- Challenges/Disadvantages
- Costs and Expenses
- Budget Sheet
- Pie Charts and Graphs
- A Calendar or Timeline
- Brochures or employee training manuals
- Contract
- Advertisements (Banners, TV storyboards, radio ads, etc.)



TIP #4: BE CREATIVE AND INNOVATIVE



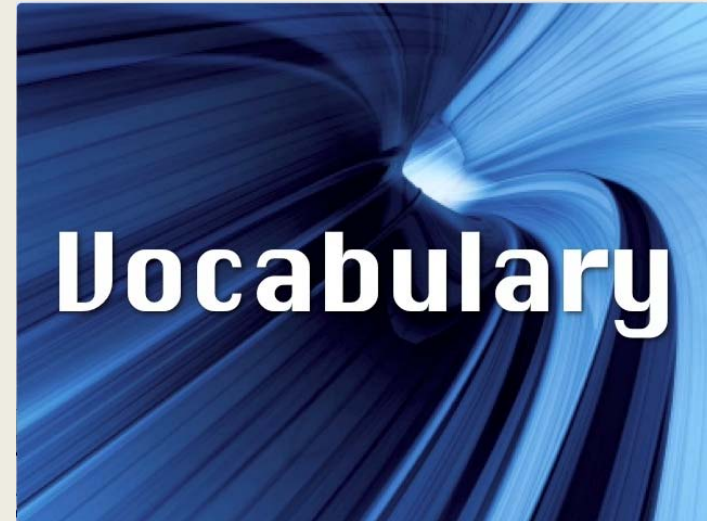
TIP #5: BE REALISTIC

- Budgets should not be too big or too small
- You cannot give everything away for free!
- Celebrities/famous people do not want to help you
- Just because you promote or create something, doesn't **GUARANTEE** customers will buy it.
- Most companies do not make money their first year



TIP #6: USE BUSINESS VOCAB

- SWOT (strengths, weaknesses, opportunities, threats)
- Marketing Mix (4 P's)
- Promotional Mix (advertising, public relations, sales promotion, direct marketing, personal selling)
- Cost/Benefit Analysis
- AIDA Model (attention, interest, desire, action)
- ROI (return on investment)
- Strategic Plan (market research, marketing strategies, implementation, assess outcomes)
- Types of resources (financial, human, natural)



TAKE A PICTURE OF THESE NOW!

TIP #7: BE CONFIDENT

- Handshake
- Eye Contact
- Posture
- No Ums or Likes
- Smile
- Be self-assured



TIP #8 BE ORGANIZED

USE THIS STRUCTURE

STEP 1: Introduction

STEP 2: State the problem

STEP 3: List your goals and objectives

Put these in a bulleted list for your judge to see

STEP 4: Discuss your plan in full DETAIL! (about 10 minutes)

STEP 5: Determine the advantages and disadvantages

Costs, timeline, risks

STEP 6: Closing statement and follow-up meeting (if you are in a selling event – Close the Deal!!)

TIP #9 GO **BEYOND** THE SCENARIO

- Add the Costs or a Budget
- Create a timeline or organizational chart
- Implement an employee training or staff meeting to prevent future problems
- Suggest a long term strategic plan (looking ahead)



TIP 10: HAVE A STRONG CLOSING

- **Summarize what you have talked about**
- **Lead into the judges questions:**
 - “I would love to be able to answer any questions you might have”
 - “What questions do you have for us at this time”
- **Stay in character:**
 - Ask for a follow-up meeting
 - Indicate you will have your secretary call them back
 - Leave them a business card (from your scratch paper)
 - Ask them to sign a contract to begin your efforts
 - End with a strong handshake
 - Do not talk or make any gestures until after you leave the room

HOW TO PREPARE FOR THE ROLE PLAY



- Practice
- Read over role play scenarios
- Learn business vocabulary and prepare your “go-to” concepts you can use each time regardless of the scenario
- “Fake it till’ you make it”!!!

COMPETITION TIPS

While Presenting:

- Be calm, confident, professional and enthusiastic
- Make eye contact upon entrance
- Have a firm handshake and appropriate greeting
- Speak slowly, watch out for ums, uhs, and other nervous habits
- Tell the judge why you are there/what you are going to tell them
 - outline the case study
- Solve the problem of the case study - address the performance indicators
- Plan a strong finish - summarize and plan for follow-up (outline the next steps to proceed with the plan, schedule another meeting to review results, close the sales deal)
- Ask if the judge has any questions
- Stay in character
- Thank the judge and shake hands - walk out with confidence