**Look at the performance indicators**

The performance indicators mirror the rubric. If you miss one there will be no way to score higher than a zero on that section.

* Whenever possible use the terminology from the performance indicators.
* Remember marketing terminology is simplistic. Many times the terminology gives you the answer.
  + *Product Cannibalization*: is when a firm has multiple products that compete with each other in the same market. (They eat each other’s sales) Kraft Mac & Cheese and Velveeta Shells & Cheese

**Setting up your role play:**

* Always know the situation:
  + Who are you?
  + Who is the evaluator/judge?
* What is the primary issue or major problem that is being addressed?
* Jot down a *minimum* of two to three talking points under each performance indicator.
* Organize your talking points into a logical order.

**How to structure a role play that gets RESULTS.**

**RES&LTS**

**(Remember that the only thing missing is U!)**

**R**ole This is your **role** or purpose for meeting with the judge. The introduction should be wholehearted, positive, and eager. Restate the major problem. Then inform the judge of your solution to the situation. You need to describe your solution up front, so your judge isn’t guessing on what path you are going to take later.

**E**xplain talking Now is the time to **explain** the talking points that relate to each performance indicator. This

points is where you sell the benefits of your solution in more detail.

**S**hort **& L-T**ermPrepare possible **short-term** (ST) and **long-term** (LT) impacts of supporting your outlined Impacts solution.

**S**olution Statement Confidently restate your **solution,** and ask the judge for questions. They will have questions that must answered by each participant

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**Other tips:**

* Stay in the role for the entire presentation, don’t break character.
* Sell your solution! Focus on the benefits to the judge or to the business.
* Be PEP! Positive, Enthusiastic, and Pleasant.
* Always make eye contact and remember to breathe and slow down.
* While staying in character, thank the judge for their time, and

wish them a good day.