

HOW TO PREPARE FOR DECA REGIONALS

TIP #1: PLAY A CHARACTER

Hi! I'm Pam, Manager of Elite Automotive.

As an employee at Waldo's World, I am grateful for the opportunity I have to meet with you today.



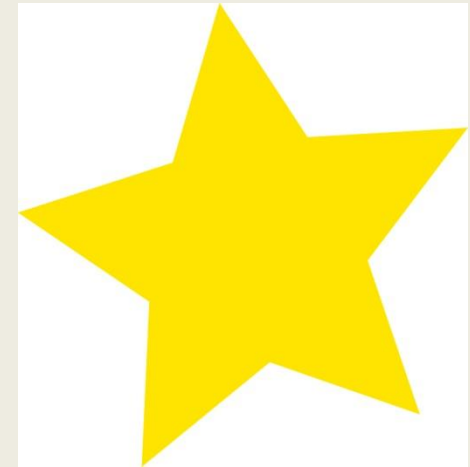
TIP#2: EXPLAIN **EVERY** PERFORMANCE INDICATOR- **IN DETAIL**

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!

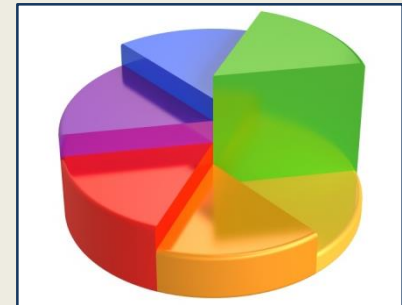
YOUR NOTES

- You should list each performance indicator on your notes with space in between each one to write your thoughts.
- Don't skip a performance indicator. If you do not know it talk around it but address it generally.
- You will turn your notes in to the judge when you are finished.

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



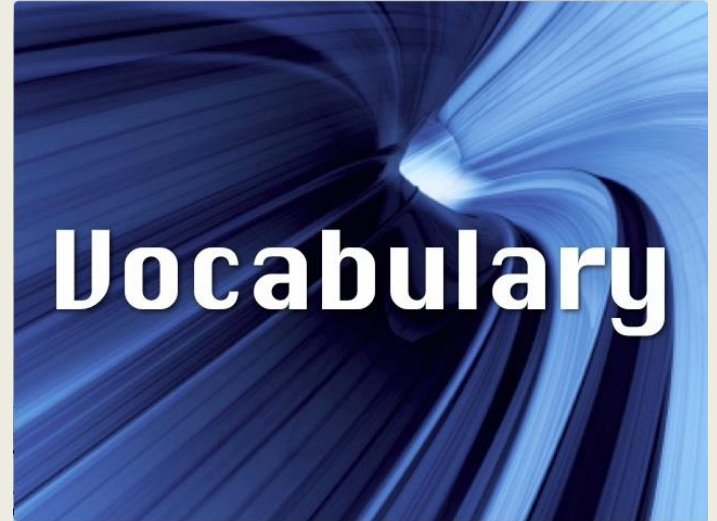
TIP #5: BE REALISTIC

- 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 Analysis – Strengths,**
 - Weakness, Opportunities,
 - Threats (make a chart)
- **Marketing Mix (using price,**
 - Place, product and promotion
 - To sell your product)
- **ROI (Return on Investment) – evaluates the effectiveness of an investment – are you making money**
- **Strategic Plan – the company’s goals and objectives**



- **Cost Benefit Analysis** – an analysis done to determine if it is financially beneficial to a company to make an investment.
- **AIDA Model**
 - Awareness, Interest, Desire, Action – How to determine if your marketing is effective

- **Types of resources (financial, human, natural) –**
- **Financial** – money the company has to invest
- **Human** – people and their productivity
- **Natural** – found in nature

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**

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