



Business Simulations

Tips for Success

How Does it Work?

- 100 Question Multiple Choice Question Test
- 1 Role Play
- Score for the Role-Play is Doubled and added to test score for final results



What is the Test Like?

- 100 Multiple Choice Questions
 - General Business & Marketing Questions
 - Industry Specific Questions
- 90-minutes to complete the test



Tips for Testing Success

- Review Key Topics & Terms in a General Marketing and Industry Specific Textbooks
- Look Over the Test & Pace Yourself
- Read the question carefully before you begin eliminating answers. Make sure you understand what you are being asked and specifically look out for the word 'NOT' in the question.
- As you go through each answer, cross through the ones that you know are incorrect. If you have four possible answers and you can eliminate two you've increased your odds for a correct answer to 50%.

How Does the Role-Play Work?



- Event Check-In
- 30-minutes prep time
- 15-minutes with the judge

Ask Yourself:

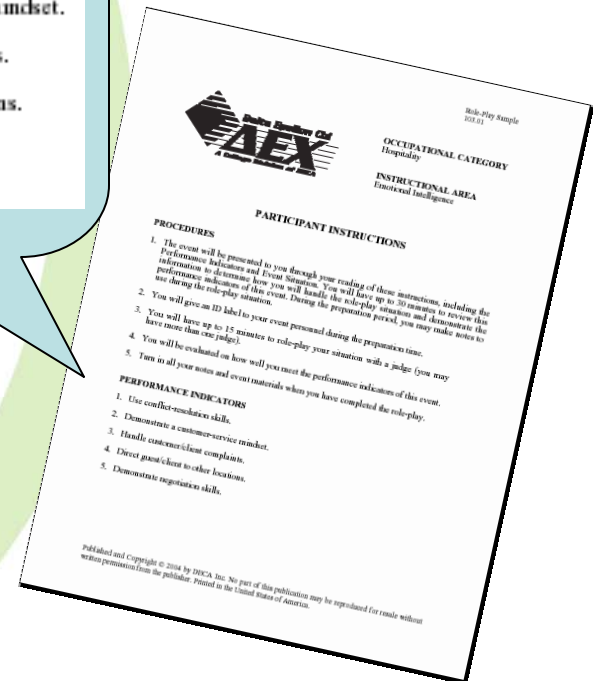
- What tools can I bring in?
- How do I make my presentation different than anybody else's?

What am I Judged On?

- On the bottom left corner of the front page of your Business Simulation is a list of “Performance Indicators.”
- Performance Indicators are the **ONLY** things your judges can use to evaluate you.
- Address each Indicator point-by-point. Do not stray into “other” solutions, your judge can not evaluate you based on even the best idea.

PERFORMANCE INDICATORS

1. Use conflict-resolution skills.
2. Demonstrate a customer-service mindset.
3. Handle customer/client complaints.
4. Direct guest/client to other locations.
5. Demonstrate negotiation skills.



What Tools Do I Have?

- No “Outside” materials may be brought into competition.
- Only Pen, Pencil and Paper will be allowed in the preparation area.
- However, ACT AS IF...

Act as If...

- Your paper is a PowerPoint Presentation. Use each page as a separate slide and present your solution in an organized format.
- Draw charts, graphs and illustrations to provide further proof for your argument.
- Use the facts given, and if you need others - make them up and ACT AS IF they are a given. If you tell your judge that your company has 60% of the market share, who is he or she to challenge that fact?

Dress for Success



- Look the part in order to show your judge the Professional Image that best represents a winner.
- Wear a suit. Straighten your tie. Be sure that your skirt length is appropriate.
- Keep accessories conservative.
- Always smile!



Make Your Mark in
Competitive Events!