

Maryland Leadership and Skills Conference 2025

(3/18/25)

Customer Service

The following are the SkillsUSA Maryland technical standards, derived from those set forth at a national level. They do not replace the SkillsUSA national technical standards.

Contact:

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PURPOSE

To evaluate each contestant's preparation for employment and to recognize outstanding students for excellence and professionalism in the field of customer service.

ELIGIBILITY

Open to all active SkillsUSA members.

CLOTHING REQUIREMENTS

Class A: SkillsUSA Official Attire

- Red SkillsUSA blazer, windbreaker or sweater, or black or red SkillsUSA jacket.
- Button-up, collared, white dress shirt (accompanied by a plain, solid black tie), white blouse (collarless or small-collared) or white turtleneck, with any collar to extend into the lapel area of the blazer, sweater, windbreaker or jacket.
- Black dress slacks (accompanied by black slacks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-seamless hose).
- Black dress shoes.

Scope of the Contest

Skill Performance

The contest involves live, role-playing situations that demonstrate the ability to perform customer service skills selected from the following list of competencies as determined by the SkillsUSA Championships technical committee.

Contest Guidelines

- Each contestant will be given the same scenario(s) and the same amount of time. Total time will be 15 minutes.
- Contestants will be required to attend an orientation meeting. At this meeting, contestants will draw for presentation order.

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- Contestants must stay in the holding area until their number is called and receive the scenario and final instructions.
- Contestants should expect to use all aspects of the skills listed in Standards and Competencies.
- A scenario will likely involve multiple situations occurring simultaneously (e.g., one customer may be engaged in a telephone conversation with the contestant while another customer is walking through the door for face-to-face interaction).
- Judges will serve in the role of the customer(s).

Equipment and Materials

Supplied by the technical committee:

- Workspace with table, chair and telephone

Supplied by the contestant:

- **Contestants must provide their own electronic device able to access the internet (ie phone, laptop, iPad, etc.)**
- Pencil and ballpoint pen
- Paper (legal pad or spiral notebook)
- 1. Calculator (nonprogrammable)
- All competitors must create a one-page résumé and submit a hard copy to the technical committee chair at orientation. Failure to do so will result in a 10-point penalty.

Resume

The resume must be one page, designed professionally and free of typographical errors. It will be provided during orientation and must include the following:

- Header, with student contact information: name, address, phone and email.
- Career objective
- Education
- Technical Skills
- Employment
- Honors and Awards
- Memberships, must indicate SkillsUSA
- References available upon request