

STANDARD TASK ANALYSIS FORM

6/1/2011

Duty/Task: A-13 Provide product samples									
STEPS (Required to Perform the Task)	PERFORMANCE STANDARDS (Observable & Measurable Criteria)	TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)	REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)	SAFETY (Concerns)	WORKER BEHAVIORS (Important to Worker Success)	DECISIONS (Identify Decisions that Must be Made by the Worker)	CUES (Identify the Data Needed for Making Correct Decisions)	ERRORS (Indicate What May Result if Incorrect Decisions are Made)	
1 Determine what products to provide samples of to customers	1 Determined what product(s) would benefit from sampling	1 Regulations (e.g. food safety, zoning), product to sample, example of product sampling	1 Knowledge of available products, knowledge of products that would benefit from sampling, knowledge of regulations, decision making skills	1 Awareness of food safety concerns	1 Discerning, decisive, patient, knowledgeable	1 What product(s) should I sample? What regulations must I comply with?	1 Available product inventory, location of sampling (affects regulations), what the regulations say	1 Won't have an effective sampling program, may be in violation of regulations	
2 Determine best management practices for providing those samples	2 Accurately determined best management practices to maximize marketing impact and comply with food safety regulations	2 Computer with internet access, regulations, example of product sampling	2 Knowledge of available products, knowledge of regulations, knowledge of best practices, decision making skills	2 Awareness of food safety concerns	2 Decisive, patient, observant, knowledgeable, creative	2 What regulations must I comply with? What are the best practices for sampling of this product? What is my marketing objective(s)?	2 Prevailing regulations for the area, knowledge of the best practices that would encourage or prohibit sampling	2 Won't have an effective sampling program, may be in violation of regulations	
3 Prepare samples and display or distribute to customers	3 Prepared samples that complied with regulations and displayed them in an appealing manner to appeal to customers	3 Knife, product, display and sampling materials, example of product sampling, list of display sampling providers	3 Knowledge of sampling display methods and techniques, knowledge of display and supply providers, interpersonal skills, food handling skills	3 Awareness of food safety concerns	3 Customer oriented, outgoing, thick skinned, hygienic, creative	3 How will I display and distribute the samples? What regulations must I comply with? What are potential barriers to customer sampling? What are the rules for sampling? How do I communicate those rules? What do I do if they are broken?	3 Local regulations, knowledge of best practices, experience, knowledge of food handling methods, knowledge of customer service	3 Won't have an effective sampling program, may be in violation of regulations, unhappy customers	
4 Evaluate effectiveness of providing samples	4 Evaluated effectiveness of sampling strategy relative to marketing objectives	4 Marketing objectives, evaluation instrument	4 Evaluation skills, basic math skills, interpersonal skills	4 N/A	4 Analytical, intuitive, objective	4 How will I evaluate the effectiveness? What will I do with the results? How do I use the results?	4 Information needed was gathered, results were used	4 Won't improve the program or know if the promotion helped you reach your business goal	
Analyst: John Moser			Specific Relevant References:						
Expert Workers:			1 Ohio Dept. of Agriculture regs						
Julie Fox			2 Local health dept. regs						
Rob Leeds									