**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ #\_\_\_\_\_\_/36 Class: \_\_\_\_\_\_\_\_\_\_\_\_**

**2.01 Part B: Acquire a foundational understanding of selling continued…..**

1. Distinguish between customer service as a process and customer service as a function.
2. Describe how businesses can use customer service to beat their competition.
3. Discuss factors that influence customer expectations of customer service.
4. Explain how customer service facilitates sales relationships.

**2.03: Acquire a foundational understanding of selling**

a. Define the following terms: selling policies, selling-activity policies, terms-of-sale policies and service policies.

b. Identify types of selling-activity policies.

c. Identify types of terms-of-sale policies.

d. Identify types of service policies.

e. Explain the importance of selling policies.

f. Describe the characteristics of selling policies.

g. Explain why selling policies are needed.

h. Describe external factors that affect selling policies.

i. Describe internal factors that affect selling policies.

j. Describe regulatory factors that affect selling policies.

k. Explain problems encountered with the use of selling policies.

**Directions:** Working with a partner; go to [www.goanimate.com](http://www.goanimate.com) or [www.powtoon.com](http://www.powtoon.com) and create a training video that explains the importance of customer service.

Your login & password for both sites is:

* Login as [shaff1ml@yahoo.com](mailto:shaff1ml@yahoo.com)
* Password: Ardreykell
  + **As a nonpaid member of these websites you cannot use premium or business exclusive templates**
  + Your video should be between :45 seconds & 2 minutes

**You can choose to create an employee training video based on one of the following concepts:**

**2.01: Importance of Customer Service**

1. Explain what customer service is & why a company must have strong customer service
2. Touch on the fact that customer service is a process (continuous) & not just a function of a company
3. Explain the benefits of customer service & the consequences of poor customer service

**2.03: Selling Policies**

1. Take on the identity of a company
2. Create a sales training video that explains your selling policies
   1. How are sales tracked from customers?
      1. Receipts, surveys, database of online orders, warranty cards, etc..
   2. What is your companies **terms of sale** policies?
      1. Certain age of purchase, return merchandise policy, method of refund….
   3. What **service policies** are offered with products purchased?
      1. Warranties, shipping, training, etc…
   4. Explain why having clearly defined policies is important

Each video is worth 25 points and is due by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I must see the video in order for you to get any points. If you are concerned about your video not being very clear you should script out your ideas so that I realize what you are trying to explain & turn that portion in

**2.06: Standards & Grades**

- What is graded according to its octane rating? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- What is graded according to hardwood and softwood? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Prime, choice, and select grades refer to what product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This grades for bacteria count, odor, and taste in what product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is assigned numbers according to its thickness. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is graded according to its carbon and sulfur content. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is graded for profanity, violence, and nudity. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is graded for adult content, especially violence and blood. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Products: - Video games – Gasoline - Milk – Coal – Lumber – Meat – Oil – Movies**

**Go on the web and find out how many bug parts are allowed in two food items.**

**Answers can be found by visiting the Food & Drug Administration Default Level Handbook (google it).**

**Food Item, Type of Insect, & Action Level**

A)

B)

**Choose one product to create a parody advertisement for. Your advertisement should promote the product but should highlight their unique ingredients. An effective advertisement will contain various elements. For your advertisement you can include both the copy and slogan or one of each. All advertisements must contain a headline, illustration, & signature.**

* Headline: Phrase that catches the readers attention (you, your, how, & new).

Should be brief (7 words or less)

* Copy Selling message that explains your product. Should be simple & direct
* Illustration Photograph or picture used. Should attract attention.
* Signature Logo of company you are promoting
* Slogan A catch phrase used to help identify a product or company

**Product Recall Assignment**

* A **product recall** is a request to return to the maker a batch or an entire production run of a product, usually due to the discovery of safety issues. The recall is an effort to limit liability (which can cause costly legal penalties and damage in reputation)
* Recalls are costly to a company because they often entail replacing the recalled product or paying for damage caused by use, although possibly less costly than consequential costs caused by damage to brand name and reduced trust in the manufacturer

**Research and find a case concerning a recent product recall. Write a paragraph about the incident including the following: A short description of the incident & the effect you feel the incidence has on the brand name or company image.**

**Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Product being Recalled: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Source of Information (where did you learn about this recall?) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Paragraph about issue. Be sure to include the effect you feel the incidence has on the brand name or company image.***.