**Marketing 2.03: Selling & Customer Service**

**Understanding the value of Customer Service**

**Notes: Answer the following questions as they appear in your notes.**

1. Define the following terms & identify types of each: selling policies, terms-of-sale policies and service policies.
	* Selling Policies, Terms-of-Sale Policies, Service Policies

|  |  |  |
| --- | --- | --- |
| **Policy** | **Definition** | **Example** |
| **Selling Policy** |  |  |
| **Terms-of-Sale Policy** |  |  |
| **Service Policy** |  |  |

1. Explain the importance of selling policies.
2. Explain why selling policies are needed.
3. Describe **external** factors that affect selling policies.
4. Describe **internal** factors that affect selling policies.
5. Describe regulatory factors that affect selling policies.
6. Explain problems encountered with the use of selling policies.

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

As a nonpaid member of this website you cannot save your work once you logoff. Also, any video you make cannot exceed 2 minutes. Please keep that in mind as you create your video.

**The video you create should include the following:**

1. A clear understanding that customer service is a process (continuous) &not just a function of a company
2. Explain how good customer service facilitates strong sales relationships
3. Identify pre-sale opportunities for providing customer service that can facilitate sales relationships
4. Identify post-sales opportunities when customer service can be provided to facilitate sales

Relationships

You will get 10 points for each of the factors above and 10 points for turning it in prior to the end of the period (50 points total). 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.

**Infomercial Assignment Update**

Script & Checklist of Infomercial is due by today. *Checklist was due Friday.*

Staple Script to Infomercial Checklist.

Actual infomercial is due Friday, September 27, 2013.

If filming it needs to be on a flash drive or turned in via email by the time class starts.

Below is a list of pro’s &con’s of filming versus conducting a live performance.

|  |  |
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| **Live** | **Filmed** |
| Do not need a camera | Don’t have to bring props to school |
| Don’t have to edit any video | Can mess up and do over as many times as needed |
| Can involve audience | Can involve people outside of class |
| Don’t have to meet outside of class | Can add music, transitions, animations, etc.. |
| Don’t have to worry about finding time  | Doesn’t have to be rehearsed and memorized. |