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

**Took CTE Survey:** [**http://bit.ly/1tWx6N4**](http://bit.ly/1tWx6N4) **Yes No**

**Unit 2.o Pretest:** [**https://elements.schools.nc.gov/assessment/cms**](https://elements.schools.nc.gov/assessment/cms) **Score:\_\_\_\_\_/25**

**1B: 84736067893 2B: 84739767893 4B: 84733367893 2A: 84738167893 3A: 84732367893**

**Color of Psychology Quiz Score: \_\_\_\_\_ /\_\_\_**

Log onto classroom.google.com with your gaggle account. Complete the Color Quiz via the URL given.

**2.01 Part A**

**Directions: Answer the following questions using the PowerPoint on Ms. Shaffer’s Weebly or the LAP Sell Away**

1. Define the term selling.
2. Identify individuals, groups, or agencies that sell.
3. Explain reasons that customers buy goods and services.
4. Identify types of items that are sold.
5. Explain where selling occurs.
6. Describe how products are sold.
7. Describe the role of selling in a market economy.
8. Explain personal characteristics of salespeople that are essential to selling.

**2.08 Assignments**

**Assignment #1: *Can be done individually or with a partner.***

**Prepare a feature-benefit chart for a product of your choice. Template is available on classroom.google.com**

* Choose an existing product and identify three features of the product & three corresponding benefits.
* Determine the buying motive (emotional or rational) and justify your response.

**Assignment #2: Shark Tank**

**Directions: While watching Shark Tank choose a business concept to answer the following questions about.**

**Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Obvious** | **Hidden** | **Exclusive** |
| **Product Feature** |  |  |  |
| **Product Benefit** |  |  |  |

**2.08 Part B Notes**

Directions: Take notes so that you are able to successfully define & identify the following information.

1. **What are the two types of training a salesperson receives to obtain product knowledge?**
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **List at least two sources that a salesperson can obtain product information from.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Definition** | **Obvious** | **Hidden** | **Exclusive**  **(Unique)** |
| **Feature** | Answers the question: |  |  |  |
| **Benefit** | Answers the question: |  |  |  |

**Sales Pitch / Infomercial Assignment**

**Working with a partner you must develop an infomercial for a product you randomly draw.**

**Your product must do the following:**

* + Clearly promote the product you have
  + Utilize a variety of voices to add value and interest to your sales pitch
  + Provide evidence that the product works
    - Demonstration, Testimony, or Comparison
  + Clearly list at least 3 product features
    - Must include at least one obvious, hidden, exclusive
  + Clearly list at least 3 product benefits
  + Product incentive is included
  + Pricing Details & Payment information are provided
  + Be Entertaining!

**2.01 Part B**

**Directions: Using the Go Beyond The Sale LAP or the PowerPoint (2.01 Part B) on melissa1shaffer.weebly.com; answer the following questions.**

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.
5. Identify pre-sales opportunities for providing customer service that can facilitate sales relationships.
6. Identify post-sales opportunities when customer service can be provided to facilitate sales relationships.
7. Discuss actions a salesperson can take to make the most of her/his customer service activities.