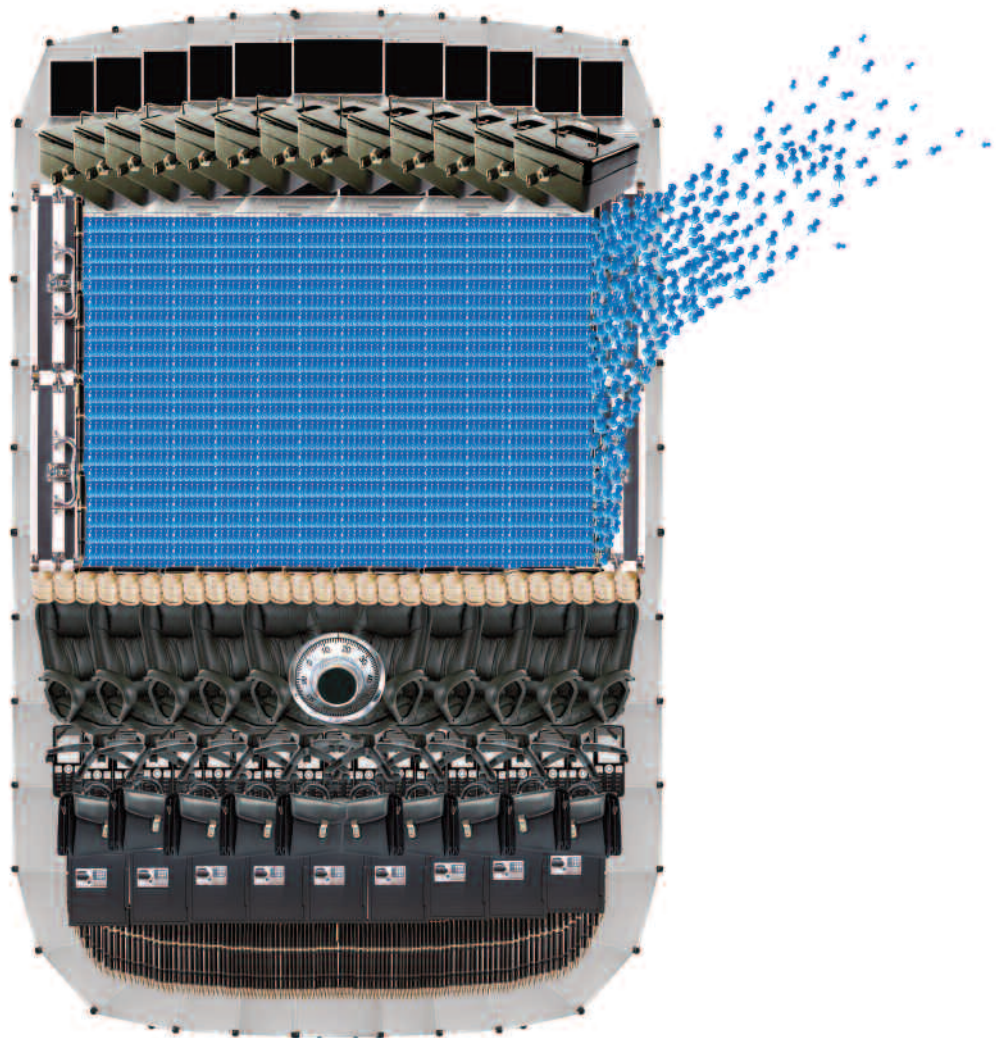


BUSINESS, ADMINISTRATION AND FINANCE

Unit 4: Marketing, sales and customer service for business



Business, Administration and Finance

Level 2 Unit 4: Marketing, sales and customer service for business

Sample scheme of work

This is an example of a possible scheme of work. You can use it as it is, adjust it or extract content to create a scheme of work to suit your delivery needs. It can also be adjusted by adding theory workshops to support learners who have/need additional learning time.

This unit is assessed through a centre set and marked assignment, which will be externally moderated. A sample assignment brief is available at www.diplomainfo.org.uk

Total GLH	60
Delivery model	<p>This scheme of work is divided into topics and each topic is assigned an approximate number of hours. The topics can then be split according to the duration of sessions and the period of delivery.</p> <p>A list of resources is provided at the end of this document.</p>
Aim	<p>To introduce learners to marketing, sales and customer service and to provide them with the required knowledge, understanding and skills. Learners will:</p> <ul style="list-style-type: none"> • know the personal selling process • be able to carry out market research into customer requirements • be able to prepare for and carry out personal selling and customer service provision.
Notes	<p>The assessment for this can be included as part of another unit assessment. This unit could be co-taught with Unit 1: Business enterprise.</p> <p>Under FS (functional skills):</p> <p>* indicates opportunities for assessment in English of speaking and listening and/or written communication + indicates opportunities for use of mathematics in analysing, interpreting and presenting information ↻ indicates opportunities for assessment in ICT.</p>

Topic	Activities, assignments, assessments	LO and AC	PLTS	FS	GLH
1 Carrying out market research into customer requirements	<p>Provide an overview of the learning objectives and the tasks to be carried out for this unit.</p> <p>Introduce primary and secondary market research methods.</p> <ul style="list-style-type: none"> • Primary market research (eg observations, questionnaires and surveys, interviews, focus groups). • Secondary market research (eg internet, publications). <p>Working in groups, ask learners to research a potential new business (LO2a). Learners must:</p> <ul style="list-style-type: none"> • identify an empty shop in the local area • produce a questionnaire and conduct a survey into potential uses for the shop (LO2b) • select the four most common suggestions. <p>Learners should then research customer requirements for one of the suggestions. They should use questionnaires, conduct focus groups and use the internet to research competition.</p> <p>Learners will then present their final proposal of how the empty shop premises could be used.</p> <p>For assessment, divide the class into small groups. Learners should carry out market research into customer requirements for a product or service to be promoted at a trading event. They must evaluate their findings and produce a written report (LO2c).</p> <p>Allow learners 1.5 hours of controlled assessment time to write up the task for LO2.</p>	LO2a–c	IE1 IE4	* ✎	21

Topic	Activities, assignments, assessments	LO and AC	PLTS	FS	GLH
2 The personal selling process	<p>Introduce the personal selling process and the importance of customer service, including:</p> <ul style="list-style-type: none"> • gaining customers' attention, eg through promotional materials and displays • finding out customers' needs • suggesting suitable products • answering questions • closing a sale • internal and external customers • rights and responsibilities • establishing procedures, eg for complaints. <p>Using the empty shop scenario as a basis, learners can now look at starting their new business. Learners must:</p> <ul style="list-style-type: none"> • identify and describe materials that could be used to gain customers' attention • visit similar shops to investigate how customers' attention is gained, how shop assistants engage with customers and different approaches to customer service. <p>The groups should then present their findings to the rest of the class on which business they found to be the best for personal selling.</p>	LO1a–c		* ☺	12

Topic	Activities, assignments, assessments	LO and AC	PLTS	FS	GLH
<p>3 Preparing for and carrying out personal selling and customer service provision</p>	<p>Introduce learners to personal selling and customer care.</p> <p>Arrange different types of activities, such as visits to trade events, exhibitions and local shopping centres, and invite guest speakers from local retailers. This will allow learners to see personal selling and customer care in practice.</p> <p>For assessment, divide the class into small groups. Guide learners towards choosing a trading activity that is realistically viable, using the time and resources available. Each group will need to consider what will be required for the event (LO3a).</p> <p>Follow with a class discussion on:</p> <ul style="list-style-type: none"> • marketing and promotional materials • how to greet/engage customers at the event • how to dress at the event • what customer service will need to be provided. <p>Learners will then need to meet again to agree a common approach to the event and to allocate roles. Each learner will need to complete his/her allocated task (eg preparing agreed marketing materials) and undertake personal selling at the event (LO3b).</p> <p>After the event, learners must meet to evaluate the personal selling and customer service aspects of the trading event and outline recommendations for future improvements (LO3c, d).</p> <p>Allow learners 1.5 hours of controlled assessment time to write up the task for LO1 and LO3.</p>	LO3a–d	TW1 RL1	•	27

RESOURCES

Websites

Businessballs.com: www.businessballs.com/customer_service.htm (information and case studies on customer service)

John Lewis: www.johnlewis.com/Help/HelpHome.aspx (an example of how a major retailer approaches customer service via its website)

Mind Tools: www.mindtools.com/pages/article/Body_Language.htm (articles on body language)

Positivity.com: www.positivity.com (self-help blog; ways to improve body language)

Richer Sounds: www.richersounds.com/information/aboutus_culture (see their approach to customer service)

UK Customer Service: www.ukcustomerservice.co.uk (league tables of good and bad customer service)

The Times 100: www.times100.co.uk (information on market research)

tutor2u: www.tutor2u.net/business/marketing/promotion_personalselling.asp (overview of personal selling)

tutor2u: www.tutor2u.net/business/marketing/research_introduction.asp (introduction to market research)