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| **Name:**  **FINAL PROJECT** |

1. **Online Sales**

Online sales are becoming more and more common. You are a new entrepreneur and have decided to sell your product or service online. The following steps are important wherever you conduct your business.



**Instructions:**

Pick any product or service that you would like to sell online. After describing your product or service, complete the following chart to explain how you would complete each of the five steps in an online sale. Use this chart to create a presentation either in Prezi or PowerPoint that could be used to train sales personnel about consultative selling. You must show exceptional understanding with clear explanation to receive full marks. **(2 marks each)**

|  |  |
| --- | --- |
| 1. Describe your product or service. |  |
| 1. Create a connection to the customer. |  |
| 1. Understand customer needs. |  |
| 1. Address customer needs. |  |
| 1. Close the sale. |  |
| 1. Establish a sustainable customer relationship. |  |
| **Total** | **/12** |

1. **Critiquing an Online Website**

Go to an online website where you have been or are interested in becoming a customer. Note that explanations must be very clear in order to receive full marks.

Complete the following chart.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Question** | **Answer** | **Mark** | **Why** | **Mark** |
| List at least four things that you like about this website and why. |  | /4 |  | /4 |
| List at least two things that you would like to see improved and why. |  | /2 |  | /2 |
| Do you think that this product/service would be better customers in person, online or a combination of both? Why or why not? | Circle **one** of the following:  In person  Online  Combination of both |  |  | /1 |
| **Total Marks** | /13 | | | |

1. **Critique of a purchasing experience.**

Return to the first activity that you completed in Lesson 1 where you identified a product or a service that you purchased recently. Using this experience or another purchasing experience complete the following. This can either be an online or an in store purchase.

|  |  |
| --- | --- |
| 1. **Purchasing the product/service**   Why did you want to purchase this item and why did you choose to purchase it where you did? **(2 marks)** |  |
| 1. **A Returning Customer**   Would you return to this store/website? Why or why not? (**2 marks)** |  |
| 1. **Type of Salesperson**   How would you describe the Salesperson? Refer to Lesson 1 and review the [Video Eight Types of Salespeople](https://hbr.org/video/4715266385001/the-8-types-of-salespeople). What are at least 3 personality characteristics?  **(3 marks)** |  |
| 1. **Information Gathering**   What was the opening remark of the Salesperson? Was it a General Question, Focused Question or Specific Question?  How did this remark make you feel?  **(3 marks)** |  |
| 1. **Personality Traits**   Of the 6 personality traits listed in Lesson 2, which one(s) describe this salesperson? Or which were they lacking. List at least 3  **(3 marks)** |  |
| 1. **Customer Expectations**   Were your expectations as a customer met. Explain why or why not. **(2 marks)** |  |
| **Total Marks /15** | |

**Final Project Marks**

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| --- | --- |
| **Project Number** | **Marks** |
| 1. | /12 |
| 2. | /13 |
| 3. | /15 |
| **Total** | /40 |