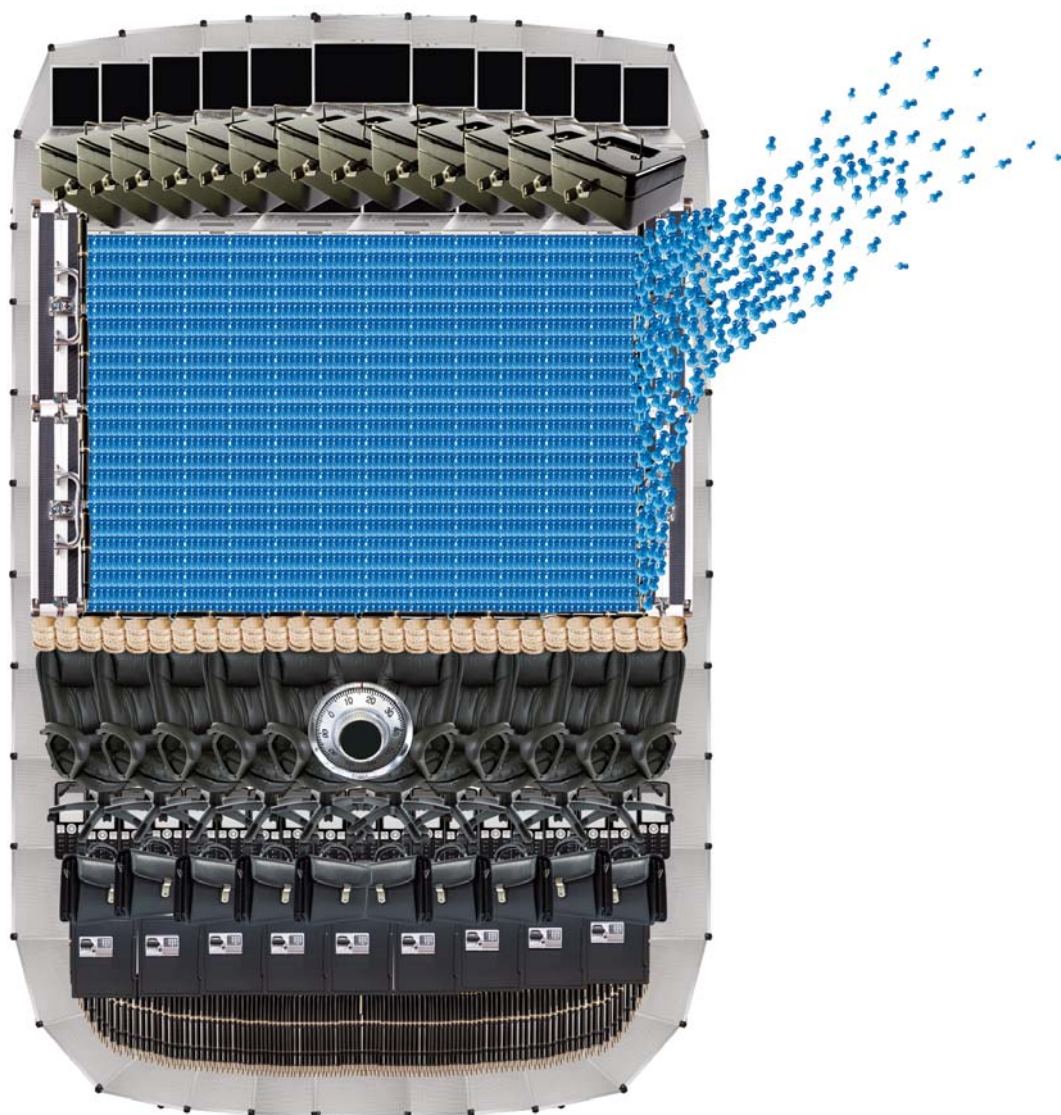


INFORMATION FOR TEACHERS

UNIT 4 - MARKETING, SALES AND CUSTOMER SERVICE FOR BUSINESS



Level 2 Unit 4

Sample assessment material - information for teachers

This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances. This example has been written as if it has been prepared by the Lead Assessor at the Consortia who has given it to the teacher to deliver.

Overview

The brief for this assignment involves learners participating in an awareness event designed to promote Fairtrade products. The event will take place in the centre and learners will be expected to demonstrate personal selling techniques.

Before the event, learners will select a Fairtrade product (for example coffee or chocolate) to promote and carry out market research into customers' preferences for this product.

Learners will investigate personal selling techniques and decide how they will promote their product at the event. This will involve preparing selling materials and rehearsing selling routines.

Learners will produce a report on their selling event. Their personal selling will also be observed at the event.

The assignment can be delivered over a period of time and research into personal selling can be part of normal class time.

Time

This unit has 60 GLH assigned, of which 5 hours will be needed to complete the written parts of the assessment.

Resources

Learners should be encouraged to visit the Fairtrade foundation website at www.Fairtrade.org.uk

Learners may also need a small budget to buy Fairtrade products to use, for example at a tasting session.

Supervision

Learners will need to be supervised when:

- Working in teams
- Taking part in a promotional event.

Collaboration

Learners may collaborate throughout the assessment, with the exception of completing the written sections of the assessment.

Roles

The teacher will play the part of a customer at a promotional event, and possibly chair a planning meeting.

Marking

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 4 marks	5 to 8 marks	9 to 12 marks
1 Know the personal selling process	Described in basic terms the materials that should be prepared before personal selling.	Given a sound description of the materials that should be prepared before personal selling.	Given a logical and insightful description of the materials that should be prepared before personal selling.
	Described in basic terms the personal selling process.	Offered a sound description of the personal selling process.	Offered an accurate description of the personal selling process.
	Offered a limited explanation of the importance of customer service in the personal selling process.	Offered a mostly accurate explanation of the importance of customer service in the personal selling process.	Related the personal selling process to customer service and fully explained the importance of customer service in the process.
	0 to 7 marks	8 to 14 marks	15 to 21 marks
2 Be able to carry out market research into customer requirements	Prepared research materials, having identified some questions to ask.	Identified questions to ask and prepared purposeful research materials	Planned research using identified questions and logical and purposeful market research materials.
	Carried out market research to a limited number of a narrow range of interviewees.	Carried out market research to a large number of a narrow range or limited number of a wide range of interviewees, gaining results of limited purpose.	Carried out market research to a large and purposeful number of a wide range of interviewees.
	Offered basic analysis and evaluation of market research results.	Drawn logical conclusions from the analysis and evaluation of market research results.	Offered an in-depth and accurate analysis and evaluation of market research results, arriving at logical conclusions.

	0 to 9 marks	10 to 18 marks	19 to 27 marks
3 Be able to prepare for and carry out personal selling and customer service provision	Prepared materials and/or routines for personal selling and customer service provision.	Prepared appropriate materials and/or routines for personal selling and customer service provision.	Prepared detailed and appropriate materials and/or routines for personal selling and customer service provision.
	Attempted to co-operate with others and to adapt behaviour to the situation.	Made a contribution to working towards team goals, adapted behaviour to suit the situation and took responsibility for their role.	Agreed goals with team members and made a significant contribution to achieving them, adapting behaviour to suit the situation and their allocated role, showing confidence in and responsibility for their input.
	Accurately identified aspects of own achievements and contributions to achieving customer satisfaction.	Accurately analysed own achievements and contributions to achieving customer satisfaction.	Accurately identified positive and/or negative features of own performance, as well as opportunities taken, based on a comprehensive analysis of own contributions to achieving customer satisfaction.
	Identified future improvements to own contributions to achieving customer satisfaction.	Recommended future improvements to own contributions to achieving customer satisfaction, using a limited range of evidence.	Recommended realistic future improvements to own contributions to achieving customer satisfaction, using a range of evidence.

Sample assessment material – information for learners

Assignment overview

In this assignment you will discover personal selling, customer service and market research by planning for and taking part in a promotional event.

You will be required to:

- Write a report about the market for a Fairtrade product.
- Write a report about how a local business approaches personal selling and customer service, and how you can use what you have learnt to make your own promotional event a success.
- Take part in an event planning meeting.
- Take part in promotional event and write a summary of the success of both the event and also your own role.

Time

You will have 5 hours to complete the written parts of the assessment

Roles

Your teacher will play the role of a customer at the promotional event.

Assignment Brief

Turning People onto Ethics



Ten years ago hardly anybody had heard of Fairtrade, but now the Fairtrade logo can be seen in many shops such as Marks and Spencer, Tesco and Sainsburys.

Fairtrade is a movement that aims to help producers in developing countries and promote sustainability. The movement advocates the payment of a higher price to producers as well as improving social and environmental standards in areas related to the production of a wide variety of goods. It focuses in particular on exports from developing countries to developed countries. In short, Fairtrade tries to stop poor producers being ripped off.

Your school is organising an open day and, as part of this, there will be an event showcasing the work that pupils have prepared based on a healthy living and food theme. You will be taking part in this event where you will be persuading visitors about the importance of Fairtrade - you will be selling the Fairtrade message.

Before the event you are going to have some work to do. You will select a Fairtrade product to promote, such as coffee, and carry out market research to find out what motivates customers to buy this product.

Next you need to decide how you are going to sell the idea of Fairtrade. To do this you are going to research personal selling techniques and prepare the materials and routines you will use to sell at the event.

You will be observed when you are selling at the event. After the event you will produce a report of how well you contributed to customer satisfaction and identifying improvements you could make for a future event.

Tasks

Task 1

Research a Fairtrade Product

As part of a team you will need to select a Fairtrade product to promote. Carry out market research into customer requirements for this product. You will individually write a report on your findings.

The report will include:

- A short description of the Fairtrade product
- Primary research into customers' requirements for this product, which could include:
 - Producing a questionnaire about customer requirements and carrying out a customer survey using the questionnaire.
 - A focus group
- Secondary research
- An analysis and evaluation of your market research results.

Your report should be no longer than 4 pages of A4 long (approximately 1000 words) and should include relevant pictures, charts and/or diagrams.

Task 2

Developing personal selling techniques

You will produce individually a report that will describe the materials to be prepared for personal selling, the processes involved in personal selling and how personal selling contributes to customer service. You will also prepare a report on materials and routines to be used at the Fairtrade promotion event.

The report should include:

- An explanation of how a local business approaches personal selling and demonstrates customer service.
- How you can use personal selling and customer service at the Fairtrade promotional event.

Materials prepared will include:

- Publicity materials to be used.
- What you will wear.
- How you will behave.
- Scripts for engaging with customers (for example how you will greet and engage the customer).

Task 3

Preparing for the event

Your team will hold a meeting to plan and prepare for the Fairtrade promotion event. Your teacher will observe the meeting to assess how you agreed goals with team members and contributed to meeting them.

Task 4

The Fairtrade promotion event

You and your team will take part in the Fairtrade promotion event. Your teacher will observe how well you demonstrated personal selling skills. Following the event you will produce a short one page summary document explaining:

- How successful the event was.
- What went well.
- What went badly.
- What you could do to improve your personal selling and customer service skills for a future event.