

BUSINESS, ADMINISTRATION AND FINANCE

Unit 4: Customer service and sales in business



Business, Administration and Finance

Level 1 Unit 4: Customer service and sales in 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.

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|-----------------------|--|
| 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 personal selling in business and the importance of customers and customer satisfaction. Learners will:</p> <ul style="list-style-type: none"> • understand the importance of effective customer service to business • be able to demonstrate customer service skills • be able to use personal selling techniques. |
| Notes | <p>The assessment for this unit can be included as part of another unit assessment. This unit could also 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 |
|--|---|-----------|------|-------------------|-----|
| <p>1 Understanding the importance of effective customer service to business</p> | <p>Introduce the importance of customer service to a business (AC1a), including:</p> <ul style="list-style-type: none"> • customers' needs • customers' expectations • improving customer loyalty and generating repeat business • improving the reputation of the business • gaining an edge on competitors. <p>Arrange a visit to a local business or invite a speaker from a local business to consider the customer service used by that business.</p> <p>For assessment, divide the class into small groups. Ask learners to research the customer service of two businesses. Learners will need to produce a two-page magazine article comparing the customer service in each of the businesses (AC1b). Learners should be encouraged to visit each business.</p> <p>Allow one and a half hours of controlled assessment time for writing up the task for LO1.</p> | AC1a, b | | <p>*</p> <p>☺</p> | 20 |

| Topic | Activities, assignments, assessments | LO and AC | PLTS | FS | GLH |
|---|---|-----------|------|----|-----|
| <p>2 Demonstrating customer service skills</p> | <p>Explain and discuss the following: legislation, customer protection, employee obligations, dress code and body language.</p> <p>Working in groups, ask learners to take part in a trading event at their school or college.</p> <p>In groups, learners should research the customer service requirements for their trading event and develop procedures accordingly. This could include how:</p> <ul style="list-style-type: none"> • the group will attract the attention of customers • the group will dress and behave • the group can be responsive to customer needs • each learner will evaluate customer service • the group will be trained to provide sufficient product knowledge. <p>In addition to the above, learners will need to take part in the trading activity.</p> <p>Allow one and a half hours of controlled assessment time for writing up the task for LO2.</p> <p>The focus of LO2 and LO3 will see learners taking part in a trading activity that will require them to demonstrate personal selling techniques and their use of personal service techniques.</p> | AC2a, b | | * | 20 |

| Topic | Activities, assignments, assessments | LO and AC | PLTS | FS | GLH |
|--|---|-----------|------|----|-----|
| 3 Using personal selling techniques | <p>Explain personal selling techniques, including:</p> <ul style="list-style-type: none"> • preparing for sales • opening the sale • sales techniques • closing the sale • questioning, listening to and responding to customers • use of non-verbal communication. <p>In preparation for their trading event, learners should:</p> <ul style="list-style-type: none"> • visit retail outlets as mystery shoppers to observe personal selling • organise their personal selling materials and scripts • take part in role plays • visit trade or craft fairs. <p>All learners will need to take part in the trading activity.</p> <p>Allow two hours of controlled assessment time for writing up the task for LO3.</p> | AC3a, b | RL6 | * | 20 |

RESOURCES

Websites

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

John Lewis: www.johnlewis.com/Help/HelpHome.aspx (examples 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 Blog: www.positivityblog.com/index.php/2006/10/27/18-ways-to-improve-your-body-language/ (self-help blog and ways to improve body language)

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

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

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

Wikipedia: http://en.wikipedia.org/wiki/Customer_service (overview of customer service)