**Activities – Recommending products and services**

**Activity 1**

You will need to work with another person in this activity. You can do this via chatroom, accessing your virtual classroom or having a conversation.

Choose one of your classmates to practice some different questioning types so that you get the feel for different types of question.

In two minutes, find out as much as you can about how your classmate feels about working in a store and dealing with customers. Use a mixture of open, closed and reflective questions.

Once you have found that out, change roles and have your classmate find out as much about your feelings about working in the store and dealing with customers.

Write down the questions you asked, and a summary of the classmate's answers.

**Activity 2**

This is an individual activity.

Choose a product on sale in a store such as an electrical item (an on-line store will suffice).

Find out as much as you can about the following properties of the product. Remember, you may need to email the store, contact a customer service officer, or contact other businesses such as repair agents etc.

It is important to remember that not all of these may apply to some products.

Summarise them in a table such as:

|  |  |
| --- | --- |
| **Quality Measure** | **How well does the product meet this quality measure?** |
| **Safety** | What safety features does the product have? Is safety information provided? |
| **Reliability** | How prone is the product to failure? This information can often be gathered from salespeople or repair agents (e.g., electrical repairers) |
| **Price** | How does the price compare to other similar items that will do the same or similar job? |
| **Durability** | How long will the product last? |
| **Support** | What support in available if the product fails (warranty)? What after sales support is offered (e.g. assembly, set-up, delivery etc)? |
| **Economy** | How the product costs compare over time (e.g., life of product, savings through portion control such as chemical dispensers)? |
| **Quality** | What indicators are there of quality? This might include standard inclusions, optional extra's, product add-on's etc) |
| **Durability** | How tough is the product? |

**Activity 3**

This is an individual activity.

Visit a store (you may choose an online store) and choose two of the most popular products in the IT department of the store that you visit.

Prepare a table, like the one you created in *Activity 2*, that lists the properties of the two core products.

Which product would you recommend to a customer? Why would you make that recommendation?

**Activity 4**

This is an individual activity.

Choose one of the core products you chose for *Activity 3*.

Make a list of possible add on products you could recommend to a customer for that product.

Check how much this would cost if the customer purchased all your recommendations.

**Activity 5**

This is an individual activity.

Choose a product from a store.

Find a competitor selling the same product or a similar one.

Make a list of what your store offers in comparison with the competitor:

|  |  |
| --- | --- |
| **Product** |  |
| **Store 1 (specify):** |  |
| **Competitor (specify) offers:** |  |

**Activity 6**

This is an individual activity.

Choose a product (preferably one of the products you have studied in the other activities).

Carry out research to find out what characteristics of the product might be important to a customer. What type of customer do you think would purchase the products (e.g., cost conscious, seeking quality, etc.)?

List each of the points to form a customer profile.

**Activity 7**

This is an individual activity.

Using the products that you identified in Activity 3. Find out what warranty applies to them.

**Activity 8**

You will need to work with another person in this activity. You can do this via chatroom, accessing your virtual classroom or having a conversation.

This is the business’ policy on product returns:

**Returns policy**

Our returns policy means customers can shop at our store, knowing that with a receipt, we can offer convenient repairs, exchanges and refunds, provided goods are:

· Returned within six weeks from date of purchase

· In as-new order and condition

Identification must be supplied. Acceptable ID includes any document or card with the customer’s name, address, signature and preferably a photograph, e.g. a driver’s licence.

**With a receipt**

Customer can easily bring the goods back with a receipt to the service desk for a repair, exchange or refund.

**Without a receipt**

If a customer has misplaced the receipt, the store can offer a repair or exchange if the goods were purchased in-store, with acceptable ID. However, the store is not obliged to give a refund if proof of purchase cannot be provided.

This service is in addition to customer’s statutory rights to return faulty merchandise for repair, exchange or refund.

**When can a Supervisor refuse a refund?**

In these cases, we do not refund or exchange:

* Where a customer wants to change goods because they are cheaper elsewhere.
* When a fault was made known to the customer at the time of sale.
* When the customer has caused the item to fail.

The service desk is to complete a refund form and refer all refunds to their supervisors for approval.

**Supervisor's duties**

* Check that all requirements of the refund policy are met.
* Establish with the customer why goods are not required or satisfactory.
* Check date of purchase with receipt and condition of goods.
* Check the refund form is completed correctly and sign the Supervisor’s section.
* Check the customer’s identification.
* Present customer with a cash or credit refund.

**Scenario:**

A customer phones the company concerning a recently purchased computer system. She complains that the computer was comfortable to use at first, but after using it for a few weeks, she finds that she is getting pain in her lower back. The computer systems were marked down on special as an end-of-product-line offer and were sold three weeks ago.

What do you tell the customer? Post your response to the group’s discussion board.

What difference would it make if the client were one of the company's biggest customers? What action would you take in this instance?