

D1



In this coursework, I will describe how to confident personal selling in three different situation. I will show how sales personal in this situation can treat the customer in order to make good customer service .

Situation	How would you Demonstrate and excellent and confident personal selling in each of the situations
<p>Sales assistant at PC World who is directly responsible for selling PC's to customers</p>	<p>The approach to the customer should have been trained with presentation, interpersonal and communication skills. So the sales assistant should make sure he/she are well dressed and looks smart. Using interpersonal skills will help make the customer feel more comfortable. This includes greeting the customer. When customer is explaining ab out their needs, the sales personal should have a good eye contact this helps the customer know that you are paying attention to them . Sales personal should make sure that they do not speak over customer and let them finish before sales assistant start speaking. When the sales assistant describes the product he/she could use body language like face gesture and hand movements to make it more understandable and get customers attention. This has to be done. The customer needs to judge the customer and develop his body language to suit the customer. The sales assistant should also be able to identify the potential customers and build up relationship. Using interpersonal skills like showing courtesy could help make loyal customers. Loyal customers could then be contacted regularly to update them with offers and other news about the business. While communicating with the customer, sales assistant should keep in mind that the language he/she uses is not too technical; especially when describing the product the custo mer should remember to make sure that the vocabulary used are clear to the customer . In PC World the sales assistant could describe the specification of the computer by saying "256mb graphic card". This term could be new for the customer, so the sales assistant should make sure that the customer understand exactly what this product is and will it suit them. If a customer agrees to buy the produ ct then the sales assistant should try to make the customer return to the store. This could be done by making then sign up for the loyalty card or use of vouchers or coupons. This will help build good relation ship with the customer resulting in to increase in royal customers for the business.</p>
<p>Hotel receptionist at Holiday Inn</p>	<p>Large amount of customer in Holiday Inn would be from different countries and some of they might not speak English. So the receptionist should make sure that the customer understands English ; if not then he/she call for the translator. Then the receptionist should welcome the customer to the country (if the customer is from other country) or to Holiday Inn by greeting them. When the customer asks about the room and describes their need the sales assistant should have eye contact with the customer, this helps show that receptionist is paying atten tion to the customer. The receptionist should make sure that he/she never stops the customer in the middle of conversation . Receptionist will be sitting on the same place while the process is carried out so he/she would not be moving around so there will b e less use of body language. More of the face gesture will be used. The receptionist could move his head on each pause to show that they understand what customer is saying. These</p>

	things will develop good first impression. When the receptionist is speaking, he/she should show courtesy and consideration. If customer decides to book a room the receptionist can then clear the payment details and make sure customer understands exactly what they are getting. To finish it up the receptionist then can offer any sales promotion like offers if they book again can be offered to make them come again may be to other branches.
A sales assistant in Car phone Warehouse	This situation is similar to hotel receptionist as the sales assistant will be standing on the same place most of the time. Car phone warehouse will receive customer with different types of phone needs. The sales assistant should be prepared with the knowledge of the products. To make a good impression assistant should be well dressed. In the same way as the other situations the sales assistant should start with greeting the customer. The sales assistant then should ask about the customer needs. When the customer speaks the sales assistant should have eye contact with the customer to show that assistant is paying attention. The customer should not be interrupted in the middle of the conversation. When the customer starts describing their needs, the sales assistant should understand the knowledge of the customer. This is important because when sales assistant starts speaking he/she should know what vocabulary will be understandable by customer. For example the sales assistant should make sure that the customer understands the term like "Bluetooth" as customer may not know what it means. Then the customer will be clear if he gets what is needed. The sales assistant should then close the deals. Then the sales assistant could use sales promotions to bring the customer back to the store.

Conclusion

To conclude this coursework I have shown confident personal selling in three different situations. All these situations are different from one another but still it has some of the skills in common.