

Assignment 1

Task 1:

In any retailing business it is important to have sales people; these people play a huge role in the success of a business. Just sales personnel by title will not do, it is necessary that the sales personnel have the ability, skills, and knowledge to understand the customer and to make the highest possible sale. Both the business and sales personnel benefit by good sales, the sales personnel benefits as he/she gets commissions and the business will gain profit by good sales. Good knowledge and personal skills are very important to become successful sales personnel.

First impressions, good hygiene, uniform/dress, and hair/make up are all part of good presentation. If the sales person is well presented then this will show customers that the sales person is decent and respectable, it will also create a comfort within customers as it will show that the sales person is professional and well organised which will attract customers, this will bring more business to the organisation.

One main skill which is needed is **good communication** skills. This skill can be split in two different ways, oral and written. A sales person uses his Communication skills when he approaches a customer and starts a conversation with the customer. The reason why this skill is very important is because it will show how well the sales person can relate to customers and it will allow the sales person to understand the customer better. With good communication skills the sales person can convince the customer in buying a product. This will benefit the business because the higher the sales the higher the profit. Customers also benefit if the sales person has good communication skills, if the customer is having difficulty explaining what product he/she wants then the sales person can communicate with the customer in such a way that the customer will find it easy to talk and explain.

Good **body language** is part of non verbal communication, gestures, poses, movements, and expressions are all part of good body language. This is another skill which is important for a sales person to have because it will show that the sales person is willing to help and he/she is interested in the sale. If the sales person is using good body language then it will benefit both the business and customer. The customer will feel that the sales person knows what he/she is talking about so the customer will have trust on that sales person also it will make the customer feel wanted and welcome. The business will get a positive/professional image if this skill is used appropriately and in a professional way. Both the positive/negative side of the sales person will be seen in his/her body language so it is necessary to use the right body language at the right time.

Interpersonal skills, This skill will show how sensitive and friendly the sales person is. These skills are applied during social communications. The sales person can start a friendly conversation with a customer and make the customer purchase a product. The sales person can really control the customer's mind with good interpersonal skills, the business will benefit by this because the sales person can leave such a good effect on the customer that the customer will always purchase goods from the same store. Customers also benefit if the sales person has good interpersonal skills, at times customers are not able to speak to the sales person freely and comfortably however if the sales person is friendly then customers will be able to speak their minds.

Without **confidence** the sales person will be very poor at his job because the job role requires good confidence. The reason for this is because a sales person must be able to approach customers of all types. Confidence is all about belief in yourself and your abilities. If the sales person is confident while approaching and serving a customer then both the business and the sales person will be more creditable. Customers will feel more assured and happy with the product they purchase. If every sales person has good confidence then the business will benefit a lot because each sales person will be able to handle all sorts of customers and the business will also be taken more seriously and more professionally.

Clear speech shows good pronunciation of words, speaking at a normal pace (not too fast not too slow), and speaking loud enough so the customer hears what is said. Without clear speech the sales person and customer will not be able to communicate properly, there will be so many misunderstandings. Customers will be clearer and more aware of what the sales person is trying to say and sell if the sales person communicates clearly. There will be no misunderstandings between the customer and sales person if both the sales person and customer speak clearly. If everyone understands each other then customers will have nothing to complain about and the business will not receive any complaints about the sales person or the business.

Along with being a good speaker it is also important to be a **good listener**. Being a good listener means that the sales person should take in and understand what the customer is saying or asking. If the sales person is a good listener then the customer will be able to get the message across very easily. Customers tend to benefit when they are served by a sales person that is a good listener because they usually get exactly what they are after. Customers will prefer to come to the same store because they will get what they want, more customers, more sales, more profit.

Good behaviour/attitude is when a person treats other people with respect and is understanding. Being nice, friendly, polite, and well mannered is all part of good behaviour/attitude. Behaving well and having a good attitude towards customers will certainly have a positive effect on the customers and the business. The customers will feel happier shopping at the store and they will feel welcome. If the customers are happy then the business by no means will be happy because the reputation will only increase and more customers are likely to shop at the store.

In any organisation it is very necessary that all sales people have the right **knowledge of the products and services** the business offers. If a sales person does not know what the business sells or provides then he/she will not be able to serve customers or understand what customers want, if this happens then the business will most likely fall apart. Good knowledge of products and services allows the sales person to sell customers exactly what they want and more, for example accessories that go with the product. This definitely benefits the business because the sales person will try to sell everything which is relevant to the customer which will bring more money into the business. Customers also benefit if the sales person has good knowledge of the products and services because customers will most likely get exactly what they want with better instructions on the product and how to use the product.

It is necessary for a sales person to have good knowledge on the products and services the business sells but is also necessary to have good **knowledge on the features the product has**. There are many sales people that do not know the right information about certain products and there are others that do not even know how to work them. This is bad for the customers and the business. A good sales person will know the right information about a product; he/she will also be able to work the product which will be very useful and beneficial for customers as they will get guidance on how to use the product they buy. Sales people that have the right knowledge on products will bring more customers into the business because customers will know that the sales people are professional and they will be able to explain what features the products have in a easier and more understandable way.

A sales person should be familiar with the **brands** the business sells because it is necessary to know which brands are at the top (expensive/well know) and which brands are not doing to well (cheap/ not publicized well). There are different types of customers which come to purchase products; they may be rich, average or poor. All three types of customers like to buy quality branded products. The sales person should be able to judge customers on how much money they want to spend. By knowing this the sales person can sell the customer a product, if the customer wants to spend a lot of money then by no means the sales person will show the customer the best branded product, if a customer is not willing to spend much money on a product then the sales person can show the customer something much more simpler and cheaper. The customers will benefit as they will get what is suitable for them and the business will also benefit because the sales person will be able to make sales to all sorts of customers, rich or poor.

Many retailing businesses do offers, sales, discounts and they provide other services for customers. The sales person should be aware of what the business is doing and where it stands. He/she should know about the rules and regulations of the business, in other words it is necessary to know how the business works. Good offers or sales will definitely attract customers as they are always looking for bargains. If the sales people are aware of the sales and offers the business is doing then they can convince customers into buying a product that is on sale by showing them the original price and comparing it to the reduced price. If customers give in then the business will benefit as it will increase the sales. Customers also benefit as they get the product at a cheaper price.

Above are the skills and knowledge needed by sales people, they are just examples of what is needed to become a really successful sales person. A business on its own will never survive or last, it is necessary to have a team of sales people that promote and sell the products and services for the business. Sales people take a lot of responsibility and learn about competitors, the market, and new inventions/devices which come out. They are the reason why businesses survive or make profit because they make sure that the highest possible sales are made. A sales person is a representative of the business, the purpose of a sales person is to help customers, make sales, keep a good reputation for him and the business, and to learn about the market and competitors.

Legislation affecting personal selling

Consumer credit Act 1974 and 2006:

This law provides a legal right when you buy goods or services on a credit card. If you buy something costing between £100 and £30,000 on a credit card (but not a debit card), you can claim against your card issuer if something goes wrong. The credit card company is jointly responsible with the supplier if the goods are faulty or misdescribed or the service you receive doesn't come up to scratch. It can be a form of insurance since it allows you to claim against the credit card company if the supplier has gone bankrupt. The protection only applies to credit cards such as Visa or Mastercard.

If a customer decides to buy a mobile phone for £150 on a mastercard then he/she can claim against the the card issuer if somethong goes wrong with the phone. For example if the phone does not turn on then the consumer credit Act 1974 and 2006 will be broken. To prevent the law from being broken it is essential that the manufacturers make no mistake when making the phone so when the customer purchases the phone he/she does not have any troubles with the phone.

Consumer Protection Act 1987:

This means that people who are injured by defective products can sue for compensation without having to prove the producer negligent, provided that they can prove that the product was defective and the defect in the product caused the injury. The legislation applies to all consumer products and products used at a place of work.

Example: A person goes into B&Q and buys a sliding ladder, once he pays his money and goes to tie his ladder on top of the car roof; the bottom half of the ladder falls onto the persons foot due to a loose screw, the person ends up with a fracture in his foot. This is an example of breaking the consumer protection act 1987. To stop the law from being broken it is necessary that the company that makes the ladders make more safety checks and they also should pay more attention towards there work and tighten screws and bolts to make the ladder stronger and safer so mistakes and injuries are prevented.

Sale of Goods Act 1979 and 1995:

This law is often used by consumers when they purchase a product thinking that it works and there are no faults with it however when they try to use the product they find it does not work at all or it does not work the way it has been shown, this law is there to support consumers if they purchase a product which is faulty. It is applied if the goods are different to their description, the quality is not satisfactory, and it is not fit for its purpose.

Example: A consumer goes into Carphone Warehouse to purchase a Nokia N95; he pays for the phone and comes home. He then tries to set the phone up but the phone does not switch on so he decides to leave it on charge for a few hours. When he goes to take the phone off charge he finds that the phone was unable to be charged and it was still not turning on. He then realizes that there is a fault with the phone. This is an example of the Sale of Goods Act 1979 to 1995 law being broken by the supplier. To prevent the law from being broken it is necessary that the phone is tested before being sold and the manufacturers should double check that the phone is working perfectly and there are no faults with it.

Supply of Good and Services Act 1984

The Supply of Goods and Services Act 1982 require traders/suppliers to provide services to a proper standard of workmanship. If a completion of a date or a price has not been fixed then the work must be completed within a reasonable time and for a reasonable charge. Any material used or goods supplied in providing the service must be of satisfactory quality.

Example: Carphone warehouse pays Nokia for three hundred phones to be ordered, if these phones are made with cheap material which are weaker and the quality of the phones are not up to satisfactory standards then the supply of goods and services act 1984 law has been broken. To prevent this law from being broken, Nokia should supply phones which are more up to standard and are made with the proper materials with satisfactory quality.

Trade Description Act 1968:

This law prevents manufacturers, retailers or service industry providers from misleading consumers as to what they are spending their money on. This law punishes companies or individuals who make false claims about the products or services that they sell.

Example: A customer walks into a shop looking for a phone which has all the latest technology and features so he asks a sales person for help. The sales person thinks that the customer will believe anything so he decides to lie and says the new Iphone has the internet so you can send emails. The customer falls for it and decides to buy the phone. This is a example of the trade description act 1968 law being broken. To prevent the law from being broken it is necessary to give the right information about the phone and to help the person purchse exactly what he is looking for.

Purpose of sales personnel

There are many different purposes of sales personnel. These people help the business grow, progress forward, and compete with competitors. They use their range of skills to attract customers and make sales. Most businesses have competitors, therefore sales people must know who there competitors are and what the competitors prices are.

There are a number of responsibilities and duties a sales person must do and fulfil. One of these responsibilities is keeping an eye on the competitive environment.

In order to do this the sales person should know what the competitive environment is like, they should be aware of what the competitors are doing and they should be able to compare the prices, product range, and the service each business offers. The reason for why each sales person should know where the competitor stands is because the business for which the sales person works for needs to survive and needs to be safe from the competitors move. If a customer asks a sales person for information on a competitor, the sales person should be able to provide information on the similarities and differences between the competitor and the business the sales person works for. It is essential that the sales person knows every little detail about the competitive environment so he/she can compare the businesses and increase sales as this is the purpose of sales personnel.

It is part of a sales persons job description to maximise sales. Maximising sales means making the highest number of sales you can. If a sales person wants to keep his/her job then it is very necessary to make the maximum amount of sales. If sales people maximise sales then this will be beneficial for both the business and the sales person. The profits will be much higher for the organisation which will increase commission for sales people, only if sales are maximised. However if sales people do not maximise sales then they are useless for the company, they are most likely to get dismissed. If sales are not made then the business will make more losses, less profits, and the business

will most likely become bankrupt. Therefore it is essential that businesses employ sales people that have the ability to maximise sales. This is the main skill a sales person should have.

It is always necessary that sales people provide good customer service; they should always be willing to help customers. Just maximising sales is not the only part of sales personnel, sales people should also encourage customers to come back for another visit by repeat orders. Repeat orders means offering help and guiding customers so they are not stuck with anything, it is the sales person's job to solve any problems or queries. Asking customers if they are alright and if they need help with anything will make customers feel that the sales person really cares which will make the customer come back for another visit. This will help the business retain its customer; this will increase the number of existing customers along with potential customers.

For a business to do well it is necessary that customers feel welcome when they enter the business. It is the duty of the sales people to make the customers feel welcome, and accepted. They should be loyal to the customers because without customers there will be no business. Customers like to feel appreciated and honoured, if they are treated with respect then they are most likely to come back for another visit. When addressing customers, sales people must always address customers by using sir/miss, this is a sign of respect. Being polite, friendly, and

interested is all part of good customer service and they are the key to customer satisfaction.

When customers come into a business to purchase a products, it is quite obvious that the sales person will try to make a sale.

However while making a sale the sales person should talk to the customer and ask relevant questions which affect the business and which can help retain the customer. By using customer contact, the sales person can do a lot of market research about the business, and the sales person will also have an idea of what needs to be improved and what customers want. They will also know how customers feel about competitors. Using customer contact to do market research is also the purpose of sales personnel.

If Sales people keep linked with customer service then making sales will become a lot easier. It is necessary and it is the purpose of sales personnel to stay linked with customer service. The reason for this is because the sales person will know what customers complain about, what their thoughts are, what they like and etc. sales people will know how to behave with

customers and they will also know what products and services they prefer most, this knowledge comes from customer service

