

## Assessment MK124 Selling

### SLO

1. Prepare and execute a sales presentation with the use of technology.
2. Apply marketing knowledge by creating a promotional mix and pricing strategy for a product.
3. Identify and examine the components and functions of the sales management structures, process, and responsibilities.

**Method/Tool:** Student will create an electronic sales presentation, roleplaying as a sales manager for a company, who is selling a product to potential customers.

**Criteria:** 80% of the students will score 80% or better on the rating sheet below.

Group # 2 Student # B00171745, B00169175, and B00141112

Student #: \_\_\_\_\_ Date: Nov. 24, 2020

### SLO Criteria Yes No 3 1 Proper introduction.

3 2 Described sales management processes and responsibility.

1 3 Used appropriate approach.

1 4 Used a qualifying question determine customer's needs.

Demonstrated the product/service utilizing the 4 P's of the marketing mix: 2 5 --Described Product

2 6 --Described Price

2 7 --Described Place

2 8 --Described Promotion

1 9 Involved customers in the demonstration.

1 10 Demonstrated ability to overcome the customer's objections

1 11 Used a technique to close the sale.

1 12 Used a strategy for suggestion selling.

1 13 Reassured the customer, thanked them, and used techniques of relationship building.

1 14 Created an electronic presentation.

1 15 Delivered the presentation clearly and accurately.

15 out of 15 TOTAL SCORE: 100 %

Comments/ notes:

The group delivered an excellent presentation and met all of the specific criteria.