Bar Bending & Concreting Level II

Learning   Guide - 66

Unit of Competence: -   Develop Business Practice

Module Title: -   Developing business practice

LG Code: EIS BBC2 M16 L05 -LG-66

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LO 5: Establish contact with customers and clarify needs of customer

Instruction Sheet	**Learning Guide #66**

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics –

- Development and discussion of persuasion strategies.
- Maintaining a welcoming customer environment according to enterprise policies and procedures.
- Providing Information to satisfy customer needs.
- Gathering information on customers and service history for analysis.
- Maintaining customer data to ensure database relevance and currency.
- Assess customer needs accurately against the products/services of the enterprise.
- Documenting customer details clearly and accurately.
- Conducting negotiations in a business-like and professional manner.
- Maximization of benefits for all parties in negotiation through use of established techniques and in the context of establishing long term relationships.
- Communicating the results of negotiations to appropriate colleagues and stakeholders within appropriate timeframes.
- Identification of opportunities to maintain regular contact with customers

This guide will also assist you to attain the learning outcome stated in the cover page.

Specifically, upon completion of this Learning Guide, you will be able to –

- Develop and discuss persuasion strategies
- Maintain a welcoming customer environment according to enterprise policies and procedures.
- Provide appropriate Information to satisfy customer needs.
- Gather information on customers and service history for analysis.
- Maintain customer data to ensure database relevance and currency.
- Assess customer needs against the products/services of the enterprise.
- Document customer details clearly and accurately in required format.
- Conduct negotiations in a business-like and professional manner.
- Maximize the benefits for all parties in the negotiation through the use of established techniques and in the context of establishing long term relationships.
- Communicate the results of negotiations to appropriate colleagues and stakeholders
  Indentifying opportunities to maintain regular contact with customers

Learning Instructions:

1. Read the specific objectives of this Learning Guide.

2. Follow the instructions described in number 3 to 7.

3. Read the information written in the "Information Sheets 1". Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.

4. Accomplish the "Self-check 1" **in page 6.**

5. Ask from your teacher the key to correction (key answers) or you can request your teacher to correct your work. (You are to get the key answer only after you finished answering the Self-check 1).

6. If you earned a satisfactory evaluation proceed to "Information Sheet 2". However, if your rating is unsatisfactory, see your teacher for further instructions or go back to Learning Activity #1.

7. Submit your accomplished Self-check. This will form part of your training portfolio.

Information Sheet-1	**Development and discussion of persuasion strategies**

1.1 Persuasion

- Scholars have defined persuasion in different ways. Persuasion, according to communication scholars, is
    - ✓ a communication process in which the communicator seeks to elicit a desired response from his receiver;
    - ✓ a conscious attempt by one individual to change the attitudes, beliefs, or behavior of another individual or group of individuals through the transmission of some message;
    - ✓ a symbolic activity whose purpose is to effect the internalization or voluntary acceptance of new cognitive states or patterns of overt behavior through the exchange of messages;
    - ✓ a successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuade has some measure of freedom;
- **Persuasion** is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.

1.2 Persuasion strategies

- **Persuasion strategy** is a means/method/technique by which persuasion is conducted.
- The most common persuasion strategies are
    1. **Claim** – your main point
    2. **Big Names** – experts and important people that support your side of the argument
    3. **Logos** – using logic, numbers, facts, and data to support your argument
    4. **Pathos** – appealing to your audience's emotions
    5. **Ethos** – making yourself seem trustworthy and believable
    6. **Kairos** - building a sense of urgency for your cause

7. **Research** – using studies and information to make your argument seem more convincing; you can use words, graphs, tables, illustrations

1.3 Laws of persuasion

- People are faced with countless decisions every day, and the laws work because they provide shortcuts to making many of those decisions.

- So during our conduct of the day to day activities of a business, we need the laws of persuasion to increase our influence over others as we guide the project to success.

- These laws of persuasion which are called Cialdini's Six Laws of Persuasion are:

1. **Law of Reciprocity:** This states that people try to repay what they have received from others.

2. **Law of Commitment and Consistency:** Consistency of (or at least the appearance of) thoughts, feelings, and actions is important.

3. **Law of Liking:** When you like someone, or believe that they are "just like you," you are more inclined to wanting to please them.

4. **Law of Scarcity:** If something you want becomes "the last one available," you tend to feel like you have to act immediately or you might miss out.

5. **Law of Authority:** Advertisers count on the law of authority when using celebrity endorsements or "expert" testimonials.

6. **Law of Social Proof:** If others are doing it, then it must be the right thing to do.

Self-Check -1	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. Pathos means

   A. Logic to be forwarded   C. Reacting to audience emotion

   B. Repeating again   D. Precise and clear data

2. Persuasion can be considered as one way of communication

   A. True

   B. False

Short Answer Questions

1. What is persuasion?
2. List two of the common strategies of persuasion.(2 points)

Note: **Satisfactory rating - 5 points**   **Unsatisfactory - below 5 points**

Answer Sheet

Score = _____
Rating: _____

Name: _____   Date: _____

Information Sheet-2	Maintain a welcoming customer environment according to enterprise policies and procedures.

2.1 Definition of customer

- **Customers** are people who need and consume the goods and services of businesses.

- **Customers** are not interruptions to your job but they are the reasons you have a job or establish and conduct a business.

2.2 Customer handling /Customer service/ skills and attitudes

- **Customer handling or customer service** is taking that extra step to help customers without being asked! It's all about attitude and skills.

- The attitudes that assist in providing good customer service are
  - ✓ Enjoy helping people
  - ✓ Handle people well
  - ✓ Care for your customers
  - ✓ Give fair and equal treatment to all
  - ✓ Be understanding of people with special needs

- The skills that assist in providing good customer service are
  - ✓ Know about your organisation
  - ✓ Learn the technical parts of the job
  - ✓ Communicate well
  - ✓ Be consistent
  - ✓ Be organised
  - ✓ Know your place in the team and be a team player
  - ✓ Emphasize

2.3 Developing a customer service policy

- In order to improve the service of your business, it should be customer oriented,

- For your business to be customer oriented, you will need to evaluate your current service, investigate your customer's needs, and develop a flexible customer service policy that addresses those needs.

- In order to create a customer service policy, you are expected to perform the followings

- ✓ **Develop a vision statement.** This is the guiding principle that informs how your company seeks to interact with its customers.
- ✓ **Set customer service goals in line with your vision and based on your research into customer needs.** These goals should provide quantifiable targets to address the customer service areas you identified as most important.
- ✓ **Make your customer policies straightforward and customer-friendly.**
  Review your customer feedback to see which policies have proven most troublesome.
- ✓ **Use your goals as a guide in creating your customer service policy.** Take time to consider it from the customers' point of view.
- ✓ **Give your employees the right and authority to deal with customer problems.** Instead of strict rules, give your employees broad guidelines to help customer solve their problems.
- ✓ **Train your employees in the new policy.** Hold a mandatory meeting to introduce the plan and to explain its purpose.

Self-Check -2	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next
page:

1. The first step in preparing a customer service policy is writing a vision statement.
   A. True
   B. False

Short Answer Questions

1. What is a customer?
2. What is a customer service?
3. Write at least 3 skills that provide a good customer service. (3 points)

Note: **Satisfactory rating - 6 points**   **Unsatisfactory - below 6 points**

Answer Sheet

Score = _____

Rating: _____

Name: _____   Date: _____

Information Sheet-3	Providing Information to satisfy customer needs.

3.1 Steps to identify customers' needs

- Here are the steps that can be used by any business to gather information about customers' needs/wants.
    - ✓ Talk to customers
    - ✓ Listen to employees
    - ✓ Address the real issues
    - ✓ Reality check with customers
    - ✓ Develop on-going processes for working with customers

3.2 Common types of customer' needs

- Before you can get an idea of what your customers want, you have to know who they are.
- "Know" your customers don't necessarily mean that you have to recognize them when they come into you or remember their name after every transaction but it means having a general picture of who buys from you.
- Customers have six basic buying needs pertaining to the product/service:

    1. Safety.

    2. Performance.

    3. Appearance.

    4. Comfort.

    5. Economy.

    6. Durability.

3.3 Customer satisfaction

- **Customer satisfaction** measures how well the expectations of a customer concerning a product or service provided by your company have been met.
- Businesses used surveys to gather information about customer satisfaction which addresses the following areas:

- ✓ Quality of product
- ✓ Value of product relative to price - a function of quality and price
- ✓ Time issues, such as product availability, availability of sales assistance, time waiting at checkout, and delivery time
- ✓ Atmosphere of store, such as cleanliness, organization, and enjoyable shopping environment
- ✓ Service personnel issues, such as politeness, attentiveness, and helpfulness
- ✓ Convenience, such as location, parking, and hours of operation

Self-Check -3	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Short Answer Questions

1. What are the steps to be followed in determining customers' needs and wants?
2. List at least four basic buying needs of customers?

Note: **Satisfactory rating - 6 points**   **Unsatisfactory - below 6 points**

Answer Sheet

Score = _____

Rating: _____

Name: _____   Date: _____

Information Sheet-4	**Gathering information on customers and service history for analysis.**

4.1 Gathering data on customers

- Understanding your customer better isn't as complex as you might think, but it does require a thoughtful analysis of where and how you can collect meaningful data.
- By better defining which aspects of their behavior or profiles are most significant to your business, you can start to measure and analyze better ways to engage them and ultimately sell more.

There are five different data collection activities that together will tell us what we need to know about our customers:

1. **Customer Segment Analyses**: These are focus groups that allow us to meet face-to-face with customers while they talk about service issues important to them.
2. **Interaction Tracking**: These are surveys conducted to monitor how satisfied customers are with the service they receive by telephone (both field office and 800 number), office visit (both field and hearings offices), and the Internet.
3. **Special Studies**: These are customers' focus groups or surveys conducted whenever we need more information about specific issues.
4. **Comment Cards**: For years, field offices and tele service centers have used comment cards to solicit customer feedback on the quality of our service.
5. **"Talking and Listening to Customers" (TLC) System**: This is an Agency-wide system that is being developed to capture, analyze and address customer-initiated complaints and compliments.
- The known two forms of data are **quantitative** and **qualitative** data.
- **Quantitative data:** data of numerical character which is expressible as a quantity of relating to or susceptible of measurement (Example: "Export wheat without quantitative limitations")

- **Qualitative data:** data of non numerical character involving distinctions based on qualities.

4.2 Analyze data about customers

- After collecting data of customers, the next step is to analyze the data for reaching on the findings which are important for making informed decisions.
- Analyzing the data means to look at and to identify what is going on.
- Here, we refer to "data analysis" in a more narrow sense: as a set of procedures or methods that can be applied to data that has been collected in order to obtain one or more sets of results.
- The two most basic types of procedures that may be used to analyze **quantitative data** are: **summary measures** and **variance measures**
- **Summary measures** consider questions like:
  - ✓ How do the data converge (come together)?
  - ✓ What is a "typical" (average) value?
  - ✓ Where is the middle (center) of a group?
- **Variance measures** consider questions like:
  - ✓ How do scores differ?
  - ✓ What are the differences between individuals in a group?
  - ✓ What is the range of outcomes?
- The common procedure used to analyze **qualitative data** is a **narrative analysis method using questionnaires and interviews.**
- The first step in analyzing qualitative data is to arrange the data in a manageable format that will facilitate the process of assigning codes and themes /topics/to sections of the transcript.
- Once the theme has been established, count the number of times that the theme/topic/ was identified. At this point the themes can be arranged in order of frequency (the number of times that the theme was identified).

Self-Check -4	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next
page:

1. Quantitative data are data of numerical in nature

    A. True

    B. False

Short Answer Questions

1. What are the two kinds of data?

2. What are the two basic types of procedures used to analyze quantitative data?

Note: **Satisfactory rating - 5 points**   **Unsatisfactory - below 5 points**

Answer Sheet

Score = _____

Rating: _____

Name: _____   Date: _____

Information Sheet-5	Maintaining customer data to ensure database relevance and currency.

5.1 Maintaining customer data

- Keeping accurate and up-to-date records is vital to the success of any business.
- The business must realize that records kept will be one of the most important management tools it possesses and, therefore, it should be allocated due importance.
- In particular, maintaining data about customers is also vital as the business Ultimate goal is to satisfy customers' need and wants.
- Customer data should be accurate, reliable, easy to follow, consistent as to the basis used and be very simple.

5.2 Maintaining a customer database

- Maintaining a **customer database** is an important way to keep up-to-date on customer information and data. A database provides access to clients, builds loyalty, and encourages repeat business.
- A **customer database** is the collection of information that is gathered from each customer. The database may include contact information, like the person's name, address, phone number, and e-mail address. The database may also include past purchases and future needs.
- A customer database can eliminate a great deal of paperwork for a business, providing a single repository for valuable client information that can be used by sales teams, customer support personnel and even the accounting team.

5.3 Developing a customer data base

- While it is possible to buy software products that provide basic formats for this type of database, customized databases can be created by keeping a few basics about form and function in mind.
- The sequence of activities to create a database include

- ✓ **Purchase database creation software:** Choose a product that is compatible with the word processing and other software tools used in the business.

- ✓ **Determine the type of information that will be stored in the customer database:** Most designs will include information such as company name, mailing address, physical address, contact name, telephone and fax numbers, and email addresses.

- ✓ **Consider the possible uses for the database:** Along with providing a centralized resource to retrieve important data, think in terms of what types of reports could be created using the data.

- ✓ **Organize the data fields:** Create a simple template that follows a logical sequence when it comes to entering names, addresses, and other contact information.

- ✓ **Set authorizations on each of the fields:** This includes identifying which fields will be included on report formats as well as which can serve as the basis for sorting or searching the database entries.

- ✓ **Prepare report formats:** A few basic formats that can be used frequently will often be sufficient, although key users can be granted the ability to create customized reports that include fields relevant to the user's job position and level of access to customer data.

- ✓ **Establish login credentials and access rights:** A workable customer database includes the ability to create login credentials that allow only authorized employees to access the information.

- ✓ **Review and test the customer database before release:** Try using the beta version with a small group of employees to make sure each of the functions work as envisioned.

Self-Check -5	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Short Answer Questions

1. What is a customer database?
2. What are the sequences of activities to develop a customer data base?

Note: **Satisfactory rating - 2 points**   **Unsatisfactory - below 2 points**

Answer Sheet

Score = _____
Rating: _____

Name: _____   Date: _____

Information Sheet-6	Assess customer needs accurately against the products/services of the enterprise.

6.1 Characteristics of products/services of the enterprise

- **Product** is a tangible result of an economic activity which has the capability to satisfy the needs and wants of individuals.

- **Products** could be classified as either **functional** or **innovative** based upon certain Characteristics of the product and its market demand.

- **Functional products**: functional product satisfies basic needs and typically does not change over time.
- **Innovative products:** these products are often trendy, fashionable, or high tech and exhibit highly variable demand.
- **Service** is an intangible result of an economic activity which has the capability to satisfy the needs and wants of individuals.

- The two primary characteristics of services are **intangibility** and **simultaneity**. These primary characteristics lead to two secondary characteristics, namely, **perish ability** and **variability**.

- **Intangibility:** services cannot be touched or determined using sense organs**.**

- **Simultaneity:** Service delivery and consumption are inseparable from each other and must be produced and consumed simultaneously.

- **Perish ability:** services cannot be stored for future use, unless these are converted into tangible forms.

- **Variability:** Since services are intangible, these are variable too.

6.2 Matching the needs of customers with the nature of products/services

- Always, consumers buy and use goods and services in line with their reactions to different features of these goods and services.

- The reactions of consumers to the features (signals of quality) can be categorized as
    - ✓ Consumer reactions to packages
    - ✓ Consumers reactions to colours
    - ✓ Consumers reactions to shapes
    - ✓ Consumers purchase intention

- Therefore, consumers buy goods only when their needs match their specific reactions to the feature (signals of quality) of goods.

Self-Check -6	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Short Answer Questions

1. What are the known classifications of products based on their characteristics? (2 points)
2. What are the known classifications of services based on their characteristics? (4 points)

Note: **Satisfactory rating - 6 points   Unsatisfactory - below 6 points**

Answer Sheet

Score = _____

Rating: _____

Name: _____   Date: _____

Information Sheet-7	**Documenting customer details clearly and accurately.**

7.1 Customer Profile

- **A customer profile** is a description of a business' customers based on their demographics, backgrounds, hobbies, and interests.

- **A customer profile template** is a list of questions with instructions that will help you craft your customer profile(s).

- The details about customer can be obtained from receipts, purchases, mail order requests, information inquiries, subscriptions, feedback forms, and other sources representing customer preferences or predisposition to purchasing a product.

7.2 Elements of a Customer Profile

- **Elements of a customer profile** are the types of information about customers that should be included in a customer profile.

- Even if **elements of a customer profile** change, they almost always include

  ✓ **Demographic information** (age, gender, and race);

  ✓ **Socioeconomic information** (income and occupation, for instance); and

  ✓ **Psychographics** (customer interests and behavior). Here are the elements of a customer profile:

7.3 Keys of documenting customer details

The followings are keys for a proper documentation of customers' details

- Time and Date
- All Appropriate Names
- Important Account Information and Identifying Information
- Important Transaction Information
- Details That Matter Later, Not Just Now

- Scheduling a Follow Up

Self-Check -7	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page: age, gender, and race

1. The demographic information about consumers may not include one of the followings
   A. Income   C. Gender
   B. Age   D. Race

2. A customer profile does not include the name of a customer
   A. True
   B. False

3. Elements of a customer profile and the type of information included in a customer profile are the same
   A. True
   B. False

Note: **Satisfactory rating - 3 points**   **Unsatisfactory - below 3 points**

Answer Sheet

Score = _____

Rating: _____

Information Sheet-8	**Conducting negotiations in a business-like and professional manner.**

8.1 Negotiation

- **Negotiation** is a process where two parties with differences which they need to resolve are trying to reach agreement through exploring for options and exchanging offers– and an agreement.

- The key feature to negotiation are
    - ✓ **Reciprocity:** what one party does tends to be matched or reciprocated by the other even if this does not happen all the time
    - ✓ **Trust:** is an expectation that the other party will act in a beneficial rather than exploitative way
    - ✓ **Power:**
    - ✓ **Information exchange:**
    - ✓ **Ethics** and
    - ✓ **Outcome:**

8.2 Basic characteristics of negotiation

- Firstly, negotiation is a process
- Secondly, we need two parties for a negotiation
- Thirdly, there must be differences.

8.3 Ways of conducting negotiation

There are two broad ways agreements can be found**.**

- The first is the negotiators can explore possibilities and develop options that might possibly resolve the issue. This is the creative aspect of negotiation and is how negotiators add value.

- Secondly, and more commonly, negotiators can exchange offers around and between their state of dispositions which involves compromise and can be competitive.

Self-Check -8	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. The creative aspect of negotiation occurs when there is

   A. Disagreement

   B. Non mutual Agreement

   C. Explore possibilities and develop options

   D. Exchange offers

Short Answer Questions

2. Define negotiation

3. Mention at least 3 features of negotiations

Note: **Satisfactory rating - 5 points**   **Unsatisfactory - below 5 points**

Answer Sheet

Score = _____

Rating: _____

Name: _____   Date: _____

9.1 Approaches /techniques of negotiation

- **Structural approach:** consider negotiated outcomes to be a function of the characteristics or structural features that define each particular negotiation such as the number of parties and issues involved in the negotiation and the composition (whether each side is monolithic or comprises many groups) or relative power of the competing parties

- **Strategic approach:** the emphasis in strategic models of negotiation is on the role of ends (goals) in determining outcomes.

- **Behavioral approach:** emphasize the role negotiators' personalities or individual characteristics play in determining the course and outcome of negotiated agreements.

- **Concession exchange (Processional) approach:** describe a different kind of mechanism that centers on learning. According to Zartman, this approach (which Zartman calls the processional approach) looks at negotiation "as a learning process in which parties react to each others' concession behavior" (Zartman, 1978).

9.2 Developing negotiation skills for maximizing benefits

- In order to maximize the benefits in negotiation, it is necessary to improve the negotiating skill of anyone who is involved in the process of negotiation.
- The most common factors for successful negotiating skills are mentioned as follows
    - ✓ **Know what you want:** The clearer you are on your interests and goals, the better your chance of success in negotiation.
    - ✓ **Know the other side:** Learn as much as you can about the people with whom you are going to be negotiating.
    - ✓ **Consider the timing and method of negotiations**
    - ✓ **Prepare point by point**
    - ✓ **Offer benefits for accepting your offer:** You are much more likely to close if you present the benefit…the "what's in it for them?" test.
    - ✓ **Frame your negotiation around one or two key points**
    - ✓ **Ability to know when and how to walk away if you are unable to reach an agreement.**

✓ **Prepare options for mutual gain**
✓ **Listening is the most powerful negotiation skill**

Self-Check 9	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. An approach of negotiation that emphasizes the role negotiators' personalities is

  A. Behavioral approach   C. Strategic approach

  B. Structural approach   D. Processional approach

2. List at least 4 common factors for successful negotiating skills

Note: **Satisfactory rating - 5 points**   **Unsatisfactory - below 5 points**

Answer Sheet

Score = _____

Rating: _____

Name: _____   Date: _____

Short Answer Questions

Information Sheet-10	**Communicating the results of negotiations to appropriate colleagues and stakeholders within appropriate timeframes.**

10.1 Communication fundamentals

- The term **communication** is derived from the Greek word "communicate" or "communico" which means "to share".

- **Communication** is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

- **Communication** can be defined as the process of transmitting information and common understanding from one person to another (Keyton, 2011).

- **Effective communication** is a two-way process that requires effort and skill by both sender and receiver of the information transmitted.

10.2 How to communicate the results of negotiation

- Negotiation is nothing but a discussion among individuals to reach to an alternative which would satisfy all.

- To make an effective negotiation, any negotiator should consider the followings

  ✓ An effective communication is directly proportional to an effective negotiation.

  ✓ One should very sensibly convert his thoughts into a speech by carefully selecting relevant words.

  ✓ Effective communication is important in salary negotiations as well.

  ✓ An effective communication is of prime importance in business deals also

  ✓ Non verbal communication also plays an important role in an effective negotiation. Our facial expressions hand movements, posture matter a lot and must never be ignored.

10.3 Barriers to Effective Communication

- Barriers to communication are those factors that can block, filter, or distort the message of communication.
- The major classifications for the barriers to effective communication are: **environmental** and **personal**.
  - ✓ **Environmental Barriers** include **i**neffective listening, lack of enough time, managerial philosophy, and fear of the power and status of the person involved in communication.
  - ✓ **Personal Barriers** include individual's frame of reference or beliefs and values, one's socioeconomic background and prior experiences status quo, filtering out information that is unpleasant and lack of empathy

Self-Check -10	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. In order to make effective negotiation the followings should be considered except

   A. Non verbal communication   C. Effective communication

   B. Selecting relevant words   D. Power

2. What is communication?

Note: **Satisfactory rating - 2 points**   **Unsatisfactory - below 2 points**

Answer Sheet

Score = _____
Rating: _____

Name: _____   Date: _____

Short Answer Questions

Information Sheet-11	**Identification of opportunities to maintain regular contact with customers**

11.1 Opportunities for effective Relationship of Business with Customers

- In order to make effective regular contact with customers, the first thing what the business should do is to develop a customer focused policy that takes into account the needs and wants of its customers.

- In addition to a customer focused policy, the followings are different kinds of strategies that the business owners can use to convince their customers and create effective relationship with them;

  - ✓ **Claim: State your argument**: (example) I am going to try to convince you that chocolate is a healthy snack.

  - ✓ **Research/ Logos**: reliable research can help your argument seem convincing (example) A recent study shows that students who watch TV during the week don't do as well in school.

  - ✓ **Big Names:** Important people or experts can make your argument seem more convincing (example) Former U.S president Barak Obama thinks that unwanted food should be taken out of marketing machines

  - ✓ **Ethos:** If people believe and trust in you, you are more likely to persuade them Example: Believe me! I have been there before, I am just like you.

  - ✓ **Kairos:** try to convince your customer that this good/product is so important. They should act now. This is done by creating urge on them example: this is a onetime offer. You can't get this price after today

  - ✓ **Pathos/ Emotive language:** Appeals to the customer's emotion. Demonstrating the quality or power in actual life experience or in literature, music and speech. Example: Give money to our charity in order to save the life of elders' people

  - ✓ **Repetition/slogan:** Repeating keywords or phrases (example) Yes we can!‖ ―Yes we can!‖ ―Yes we can!‖ taken from Obama's presidential campaign.

Self-Check -11	Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. The first thing the business should perform in order to create an effective relationship with its customers is

   A. Pathos creation C. Identify needs of customers

   B. Customer focused policy D. Analyze needs of customers

2. What do we mean by **Kairos?**

Note: **Satisfactory rating - 2 points**   **Unsatisfactory - below 2 points**

Answer Sheet

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Score = _____

Rating: _____
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Name: _____   Date: _____

Short Answer Questions

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2- WEB ADDRESSES (PUTTING LINKS

- **https://git.brl.ac.uk/ECHOS/Pepper-qt-ros-wizarar-interface/tree/hri-2019-effective-persuasion-strategies**
- **https://git.brl.ac.uk/ECHOS/ hri-persuasion-study-analysis /tree/hri-2019-effective-persuasion-strategies**
- **www. Ema.europa.eu**
- **http://www.ripublication.com**
- **http://swotc.ca**
- **https://ocw.mit.edu**
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- **http://hortmgt.gomez.dysm-cornell.edu/marketing-modules.htlm**

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