

Horticultural Crops Production

Level-III

Learning Guide-78

Unit of Competence: - sell products and services

Module Title: - selling products and services

LG Code: AGR HCP1 M18 LO1-LG-78

TTLM Code: AGR HCP1 TTLM 0120v1

LO1: Engage customer

Instruction Sheet	Learning Guide #78
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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics –

- Approaching customer
- Using appropriate interpersonal skills
- Presenting customers with purchase options
- Identifying personal and professional limitations

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 –**

- Customer is approached in a timely and professional manner and in line with enterprise procedures.
- Appropriate interpersonal skills are used to engage customer.
- Customers are presented with purchase options that address their needs, and assisted to identify their preferred option.
- Personal and professional limitations in addressing customer needs are identified, and assistance is sought from appropriate personnel when required

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below 3 to 5.
3. Read the information written in the information “Sheet 1 to sheet 4”.
4. Accomplish the “Self-check 1 to Self-check 4 in **page -8, 10, 14 and 18** respectively.
5. If you earned a satisfactory evaluation from the “Self-check” proceed to the next.

Information Sheet-1	Approaching customer
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1.1. Customer Engagement

Before proceeding to explain what customer engagement is, it is better to clarify the differences and similarities between customers and consumers.

1.2. Definition of Customer and Consumer

1.2.1. Customer

- A customer is the one who purchases and pays for a product or service
- A customer may or may not be the ultimate user of the product or service
- A customer is the one who buys the product
- A customer can also mean the retailer or person who buys from the manufacturer/ producer etc. for ultimate sale to others.
- A customer may or may not directly consume the product. But he/ she take a decision of buying.
- A customer is the term shows that individual who actually makes a decision in selecting a certain product.

1.2.2. Consumer

- A consumer is an individual who gains direct utility of the product.
- A consumer is a person who uses goods and services.
- A consumer is the ultimate user of the product or services; the consumer may not have paid for the product or service.
- A consumer generally refers to individuals who buy for themselves or their family.
- A consumer is the person who finally utilizes it.

Examples of customer and consumer

1. If a housewife buys vegetables for her household then she will be considered as customer whereas the entire family is considered as consumer.
2. If a food manufacturing business makes own-label, Italian ready meals for the major supermarkets. So far as the business is concerned, the customer is the supermarket to whom it supplies meals and the consumer is the individual who eats the meal.

1.3. Definition of Customer Engagement

It is a concept in marketing which is used to refer to the types of connections consumers/ customers make with other consumers/ customers, companies, and specific brands.

It refers to the engagement of customers with one another, with a company or a brand. The initiative for engagement can be either consumer- or company-led or the medium of engagement can be on-line or offline.

It aims at long-term engagement, encouraging customer loyalty and advocacy through word-of-mouth.

It is turning on a prospect to a brand idea enhanced by the surrounding context. (Source: The Advertising Research Foundation, 52nd Annual ARF Convention and Expo, March 2006.)

It can also refer to the stages consumers travel through as they interact with a particular brand. This customer engagement cycle, or customer journey, has been described using a myriad of terms but most often consists of five different stages: awareness, consideration, inquiry, purchase and retention.

Achieving a high level of customer engagement is viewed as desirable because it tends to enhance brand loyalty. Companies with a following of highly engaged customers have a dedicated fan base of people who not only buy their products, but also encourage others to do the same, thus creating a ripple effect.

Customer engagement:

- a) Exists in a full spectrum of experiences that is CE is no longer a series of one-off experiences. It is an on-going dialogue
- b) Needs to be results driven that is when you engage your customers have a goal in mind
- c) Happens anytime and anywhere that is interacting with your customers in the context of their daily lives.
- d) Is considered mutually beneficial. That is if you can listen to what your customers are saying and improve the product and their experience, everybody wins. You get more loyal customers; they get what they really need and want.
- e) Is truly customer driven? That is your job is simply to give them the tools that make the interaction and communication easy and natural.

1.4. How Is Customer Approached

Customer should be approached in a timely and professional manner and in line with enterprise procedures.

According to Matt Rhodes, there are five ways to engage customers. These are as follows

- ❖ Be active about asking your customers for their opinion
- ❖ Make it easy for customers to complain
- ❖ When you ask your customers something, make sure you respond
- ❖ Deal with customers in public
- ❖ Realize that engagement is not a campaign that is engagement needs to be ongoing; sustained and sustainable.

Moreover Martorano shared five ways to build short- and long-term customer engagement. These are namely:

- + Pay attention
- + Demonstrate integrity
- + Neutralize hassle (i.e. avoid company speak like, 'this is our policy.' Instead, plan for potential issues, and then plan how to work through them.)
- + Offer a 'plus one'
- + Be proactive (that is uncover problems before customers call you by proactively checking in with customers.)

1.5. Ways to Engage Better with Your Customers

As a business owner, you're already aware that your customers are the lifeblood of your business. And that's why it's important that you engage with them. The problem is there are plenty of companies out there who just don't understand the importance of engagement and insist on shoving sales pitches down the throats of their customers. The successful brands who engage their customers understand that customers want to interact with their peers and learn something of value - which has never been as easy thanks to technology.

Still looking for ways to engage your customers? Give these eight strategies a try.

1. Develop Emotional Connections

There's been research from the likes of Forrester and The Corporate Executive Board and Google that have explored the importance of building strong emotional connections with your customers. To get to know what your target audience connects with, you can work with a company like Search metrics (I personally use them) to get the market analysis you need. When brands accomplish this, they are able to increase consumer loyalty and charge premium prices.

2. Build a Community or Forum

Community and online forums have been around for ages - and they'll probably be sticking around for the unforeseeable future. The main advantage to online communities and forums is that you are able to directly engage your customers by answering their questions, having discussions that are relevant to your industry, keeping them updated, and sharing information that they care about or are looking for.

3. Hold a Contest

Who doesn't enjoy getting free stuff? We all do. Take advantage of that and hold a contest for your customers. Not only will you grab their attention, you'll also engage them by rewarding them for their participation.

4. Use Technology to Your Advantage

We all know how important social media is for customer engagement. Instead of just sharing content or answering customer service inquiries, why not use social media technology to your advantage to predict what customers want?

When using technology, make sure to stay ahead of the curve and not behind it. You won't find success without it.

5. Make Your Customers a Part of the Team

We all like to feel like we're part of a team. And your customers are no exceptions. If you notice a customer has launched a new charity or released a product of their own, don't

hesitate to promote them on your social media accounts. Or, you could keep it simple and just highlight a loyal customer each month.

6. Share Exclusive Content or Offers

Provide your customers with exclusive content, such as a case study, or offer, like a 10% off coupon, for being subscribers to your email newsletter or for purchasing a paid membership. You could even release exclusive content or deals on your blog and remind your customers when that will be released through an email. Many companies offer a mobile-first influencer platforms where you can engage and leverage with key influencers across many social networks.

7. Create a Product Tour

Product tours are one the best ways for your customers to learn everything there is about your product or service. Not only is this an effective way for you to reach out to your customers, product tours are also a great way to engage them. You can record a product tour and place it onto your website and YouTube account. Animoto is a great company that makes it easy to turn your photos and video clips into a professional video to showcase your products.

8. Host an Event

Whether it's hosting a webinar or hosting a local meetup or industry event, hosting an event either online offline or online is a great way for your customers to learn from their peers or feel like they're part of an exclusive community.

Even if you don't host your own event, look for local networking opportunities or set-up a booth at a trade show in your industry so that you can mingle and engage with your customers face-to-face. Platforms like Eventbrite provide an easy, effective, and low-cost way to get the word out about an upcoming event that you are planning on hosting, including linking it to numerous social media networks for further publicity.

Self-Check -1**Written Test**

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

1. What the difference b/n customer and consumer? 10 points
2. What is customer engagement? 5 points
3. List and describe ways of customer engagement. 10 points

Note: Satisfactory rating – 25 points Unsatisfactory – below 25 points

You can ask your teacher for the copy of your answer

Score = _____

Rating= _____

Name: _____

Date: _____

Answer sheet

Information Sheet-2

Using appropriate interpersonal skills

2.1. Interpersonal Skills to Engage Customers

Interpersonal skills are the skills we use every day when we communicate and interact with other people, both individually and in groups. They include a wide range of skills, but particularly communication skills such as listening and effective speaking. They also include the ability to control and manage your emotions. We all use interpersonal skills every day. Strongly associated with emotional intelligence, interpersonal skills (in a professional context) refer to how we interact with others.

As you make the transition into the world of work, interpersonal skills become increasingly important.

Lots of soft skills could be defined as interpersonal, all used to varying degrees in the workplace depending on where you work and your level of responsibility.

Employers often seek out those candidates who have strong interpersonal skills. They actively look for applicants who can work collaboratively, communicate effectively and have positive relationships with customers and co-workers.

Appropriate interpersonal skills should be used to engage customers. It is suggested that the following interpersonal skills have to be developed for excellent customer service

- Smile
- Tell your customers that you appreciate their business
- Pay attention to your customers
- Avoid sharing too much of your own stories that relate to your customers. They need you to assist them with their own problems, not to burden them with yours.
- Practice effective conflict resolution skills
- Communicate clearly and effectively
- Laugh with customers, but not at them
- See things from customers' point of view
- Do not complain about your job, your company, your boss or anything else.
- Observe other service workers and notice how they treat customers.

Self-Check -2	Written Test
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Directions: - Answer all the questions listed below. Use the Answer sheet provided in the next page.

1. What is interpersonal skill to engage customer. 4 points
2. Write the interpersonal skills have to be developed for excellent customer service. 8 points

Note: Satisfactory rating – 12 points

Unsatisfactory – below 12 points

You can ask your teacher for the copy of your answer

Score = _____

Rating= _____

Name: _____

Date: _____

Answer sheet

Information Sheet-3	Presenting customers with purchase options
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3.1. Presenting Purchase Options

Customers should be presented with purchase options that address their needs, and should be assisted to identify their preferred option.

The common marketing theory was that more choices are better for customers. People like more options, so providing more products should lead to more sales.

There is a paradox however: contrary to popular belief, too many choices can be bad for sales. Customers can be attracted to a large number of choices, but when it comes time to make a purchase, too many options can make decision making difficult and lead to fewer sales. With multiple offers, customers have to decide which product they want to focus on, then, they have to decide whether or not they want to act on that offer. This divides attention between choices and requires more decisions; then leads to fewer sales.

There are times however when there are legitimate reasons to provide options to customers. There are several ways to offer more choices to your customers and you will want to weigh your options carefully. Simply providing more options is not going to be enough. If you are providing too many options for a particular product or providing too many products in the first place, you may disorient your customer and distract them from the purchase you want them to make in the first place.

Here are a few ways to offer additional choices to your customers.

1. Up selling: offering additional products during the sales or check out process. It is very simply bringing your more expensive products or options to the customers' attention.
2. Cross-sale: cross selling is offering different products or services, usually related (complementary), when the customer is purchasing a product or service. E.g. when a customer is purchasing one of your shirts, you would offer then the matching hat or shoes.
3. Post-sale coupons or offers: many times, giving the customer a coupon or limited time offer after they have purchased a product will encourage them to come back again and purchase more products.

3.2. Ways to Present Your Product to Customers

When trying to sell a product to a customer, it's tempting to argue that a product is unique. The old adage of "there's nothing new under the sun" generally holds true, however; even the first personal computers sold to home customers had predecessors.

So when you try to present your product to the market as the first of its kind, customers are likely to be skeptical. This means you need another way to connect to your audience and build a product that stands out.

1. Make a Claim and Back It Up

Your product probably isn't the first of its kind, and you may not be the first company to guarantee a certain result or perk of the product. Other companies may also have offered a full refund if the customer isn't satisfied.

These claims aren't going to make your product go viral, but customers who find out that you back up your claims about your product will build you a steady, engaged audience who will push your products through your great customer service.

Going viral sounds tempting, but for many companies, chasing that rapid rise isn't the right way to go about things. Instead, work to create a strong customer base that believes what you say. In the long term, this will serve you much better.

2. Personalize what you're saying

A good company is well educated about its ideal clients. Companies know what to expect from their niche, how their customers behave, and how to reach out to their particular segment of the audience.

But once they have gathered all that information, companies make the mistake of letting their message get broad and unspecific. Instead of allowing that to happen, companies should focus on creating messages that will connect with and engage their specific audience.

3. Label It Well

Whether you're looking at labels on the outside of a box or labeling and branding on a webpage, making sure that items are clearly labeled is a huge part of branding the product

and making it stand out for customers. When looking at the product, customers shouldn't need to ask "But what does it do?" Crucial information should be immediately available for the customer.

4. Personal Brand

Customers expect more from the businesses they support than they have in previous times. It's no longer enough to just provide a good product; customers are looking to create long lasting relationships with companies and executives they relate to.

The most successful companies have active social media profiles for both the company itself and the public faces of the company. Thought leadership is key in building a product that stands out from the marketplace. If someone in the company is clearly considered an expert on a aspect of engineering, for example, a product which incorporates that aspect is going to be seen as more trustworthy.

5. Step Out From Behind the Statistics

Customers don't care about statistics, at least not at the top of the sales funnel. Companies often start with percentages and returns and details. Those nitty gritty details are good to share, but not until you've caught a customer's attention.

You need to start with a strong brand statement that ties to value. Statistics and details are important to share, but these are often best prevented in downloadable white papers, or on specific pages of your website that are dedicated to the technical details.

6. Connect With Influencers

Influencers are an incredible asset in the age of social media and digital marketing. Influencers are people who share your product with their audience on a particular social media platform. This could be a blog, Instagram, Facebook, or another platform.

Influencers have built trust relationships with their audience, and then trade on that trust to share particular products and options with their customers. This works for businesses because it puts a face to a product. We like to receive recommendations from people, even if the recommendation goes to hundreds of thousands of people at once.

Self-Check 3	Written Test
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Directions: - Answer all the questions listed below. Use the Answer sheet provided in the next page.

1. Write and discuss the ways to Present Your Product to Customers. 12 points

Note: Satisfactory rating – 12 points

Unsatisfactory – below 12 points

You can ask your teacher for the copy of your answer

Score = _____

Rating= _____

Name: _____

Date: _____

Answer sheet

Information Sheet-4

Identifying personal and professional limitations

4.1. Identify Customer Needs

Personal and professional limitations in addressing customer needs should be identified, and assistance has to be sought from appropriate personnel when required.

Identifying customer needs is mission-critical for businesses looking to create a product that truly speaks to their customers' problems. Not to mention, the easiest way to position your brand smartly in the market is to unite your internal teams behind the specific needs of your customers.

4.1.1. Customer needs

Customer needs are the named and unnamed needs your customer has when they come in contact with your business, your competitors, or when they search for the solutions you provide.

To identify the needs of your customers, solicit feedback from your customers at every step of your process.



- **Most Common Types of Customer Needs**

- ❖ Functionality
- ❖ Price
- ❖ Convenience
- ❖ Experience
- ❖ Design
- ❖ Reliability
- ❖ Performance
- ❖ Efficiency
- ❖ Compatibility
- ❖ Empathy
- ❖ Fairness
- ❖ Transparency
- ❖ Control
- ❖ Options
- ❖ Information
- ❖ Accessibility

- **How to Address Customer Needs**

- ❖ Listen to your customers
- ❖ Empathize with customers
- ❖ Offer free product demonstrations
- ❖ Learn about your competitors
- ❖ Give customers options
- ❖ Reassure customers that your services will meet their expectations

- **How to Anticipate Customer Needs**

- ❖ Do your best to put yourself in to that individual customer's place in the transaction (fulfill a need)
- ❖ Be receptive of unusual needs that are normally spoken by the customer (not from creating a need)
- ❖ Empathize, feel the need
- ❖ Be accommodating
- ❖ Note that recognizing and meeting recurring needs of regular customers are a business bread and butter

- ❖ Take the extra moment, possibly with just eye contact, to affirm their importance to you and your business.

4.2. Personal and Professional Limitations in Addressing Customer Needs

Addressing customer needs is by no means a simple task. It requires appropriate personal skills and professional experience / knowledge.

The personal and professional limitations in addressing customer needs may be

- ❖ Lack of knowledge in regard to specific products and product applications
- ❖ Lack of knowledge in regard to store policy and procedures
- ❖ Lack of knowledge in regard to OHS (Occupational Health Safety) and other legal considerations
- ❖ Lack of skills in handling difficult/ different customers
- ❖ Lack of skills in making or closing a sale
- ❖ Lack of skills in providing advice.

Self-Check -4	Written Test
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Directions: - Answer all the questions listed below. Use the Answer sheet provided in the next page.

1. Discusses the Personal and Professional Limitations in Addressing Customer Needs. 10 points
2. List the common types of customer needs. 12 points

Note: Satisfactory rating – 22 points Unsatisfactory – below 22 points

You can ask your teacher for the copy of your answer

Score = _____
 Rating= _____

Name: _____ Date: _____

Answer sheet



Reference

<https://www.conductor.com/learning-center/customer-needs/>

<https://blog.hubspot.com/service/customer-needs>



Horticultural Crops Production

Level-III

Learning Guide-79

Unit of Competence: - sell products and services

Module Title: - selling products and services

LG Code: AGR HCP1 M14 LO2-LG-79

TTLM Code: AGR HCP1 TTLM 0120v1

LO2: Sell products and services

Instruction Sheet	Learning Guide #79
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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics –

- Determining prices and quotations
- Completing sales
- Identifying opportunities for "add-on" and repeat sales

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 –**

- Prices and quotations are determined on the advice of appropriate personnel and provided to customer
- Sales are completed in accordance with enterprise requirements and to maximize potential for customer satisfaction
- Opportunities for "add-on" and repeat sales are identified and responded to in line with enterprise procedures.

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below 3 to 5.
3. Read the information written in the information “Sheet 1 to sheet 3”.
4. Accomplish the “Self-check 1 to Self-check 3 in **page -25, 31 and 33** respectively.
5. If you earned a satisfactory evaluation from the “Self-check” proceed to the next.

Information Sheet-1	Determining prices and quotations
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1.1. Distinction between Physical Products (goods) and Services

There is a distinction between products and services. Products are the summation of physical goods and services. Thus services are included under products and services are a proper subset of products. That is all services are products but all products are not services.

Physical products/ goods	Services
Are tangible	Are intangible
The ownership rights are transferable	There is no ownership involved in services
Are produced using raw material	Are not produced using raw material
May be perishable or non-perishable	Are only perishable
Selling depends on production of goods	Selling is a part of the production of service
Are homogeneous	Are heterogeneous
Are material things or finished product ready to use	Is an act of performing but they were both paid certain sum of money
Location of facility is important for cost	Location of facility is not important

1.2. Similarities between Goods and Services

1. Existence of a process

Production of goods and services require inputs to go through process to obtain goods and services as outputs

2. Use of technology

Irrespective of whether they are goods or services, production utilizes some kind of technology in producing goods and services.

3. Concern for quality

Quality is the ability of the goods and services to be in fitness for its purpose.

4. Productivity

Goods and services aim at generating productivity among users

5. Customer satisfaction

Goods and services are aimed at fulfilling some kind of a customer need while generating customer satisfaction

6. Capacity choice

Producers of goods and services have to make the choice as to how much to produce irrespective of whether they are making goods or services.

7. Location choice

Producers of goods and services have to make choice on location of the production facility irrespective of whether they are producing goods and services.

8. Design layouts and Production facilities

Irrespective of output is a good or a service producers have to make decisions on how does their production facilities and output looks like and setup production facilities to produce goods and services.

1.3. Determining a Price

Prices and quotations are determined on the advice of appropriate personnel and provided to customer.

Part guesswork, part experience, and part number crunching however you look at, determining your price is a difficult task. Here are nine factors to take in to consideration when pricing your products (products and services).

1. Your costs

If your rate does not include enough just to break-even, you are heading for trouble. The best thing to do is sum up all your costs and divides by the number of units you produced. Also make sure your factor in all the hidden costs of your business like insurance, invoices that never get paid for one reason or another and every one's favorite – taxes.

2. Your profit

Somewhat related to your costs, you should always consider how much money you are trying to make above breaking even.

3. Market demand

If what you do is in high demand, then you should be aiming to make your products expensive. Conversely if there is hardly any work around, you will need to cheapen up if you hope to compete.

4. Industry standards

The more you know about what others are charging and what services and products they provide for the money, the better you will know how you fit in to the market.

5. Skill level

Not every seller delivers the same goods and one would expect to pay accordingly. Whatever you rate, expect it to be commensurate with your skill.

6. Experience

Although often bundled with skill, experience is a different factor altogether. You may have two very talented photographers, but one with more experience might have better client skills, be able to foresee problems, intuitively know what is going to work for a certain audience and so on. Experience should affect how much you charge.

7. Your business strategy

Your strategy or your angle will make a huge difference to how you price yourself. Figure out how you are pitching yourself and use that to help determine if you are cheapen cheerful, high end or somewhere in between.

8. Your service

What you provide for your clients will also make a big difference to your price tag. Adjusting your pricing to the type and level of product and service you provide is a must.

9. Who is your client

Your price will often vary for different clients. This happens for a few reasons. Some clients require more effort, some are riskier, some are repeat clients, some have jobs you are dying to do, some you would not want to go near with a stick. You should vary your price to account for these sorts of factors.

Self-Check -1	Written Test
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Directions: - Answer all the questions listed below. Use the Answer sheet provided in the next page.

1. What are the difference and similarity b/n goods and Services? 20 points
2. Write and discuss the price determination? 10 points

Note: Satisfactory rating – 30 points Unsatisfactory – below 30 points

You can ask your teacher for the copy of your answer

Score = _____

Rating= _____

Name: _____

Date: _____

Answer sheet

Information Sheet-2	Completing sales
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2.1. Sales

A sale is the act of selling a product or service in return for money or other compensation. It is an act of completion of a commercial activity. It is completed in accordance with enterprise requirements and to maximize potential for customer satisfaction. In every sales activity, whether we notice it or not, there is a contract of sale.

2.2. Contract of Sale

It is a contract whereby the seller transfers or agrees to transfer the property in goods to the buyer for a money consideration called the price. From this definition, the following are the essential characteristics of a contract of sale of goods

➤ Parties

- There must be two distinct parties to a contract of sale of goods, that is, a buyer and a seller

➤ Transfer of property

- A mere transfer of possession of the goods will not suffice; the seller must either transfer or agree to transfer the property in the goods to the buyer in order to constitute a contract of sale of goods.

➤ Goods

- The subject matter of the contract must be goods

➤ The price

- Consideration for a contract of sale of goods must be money and is called the price

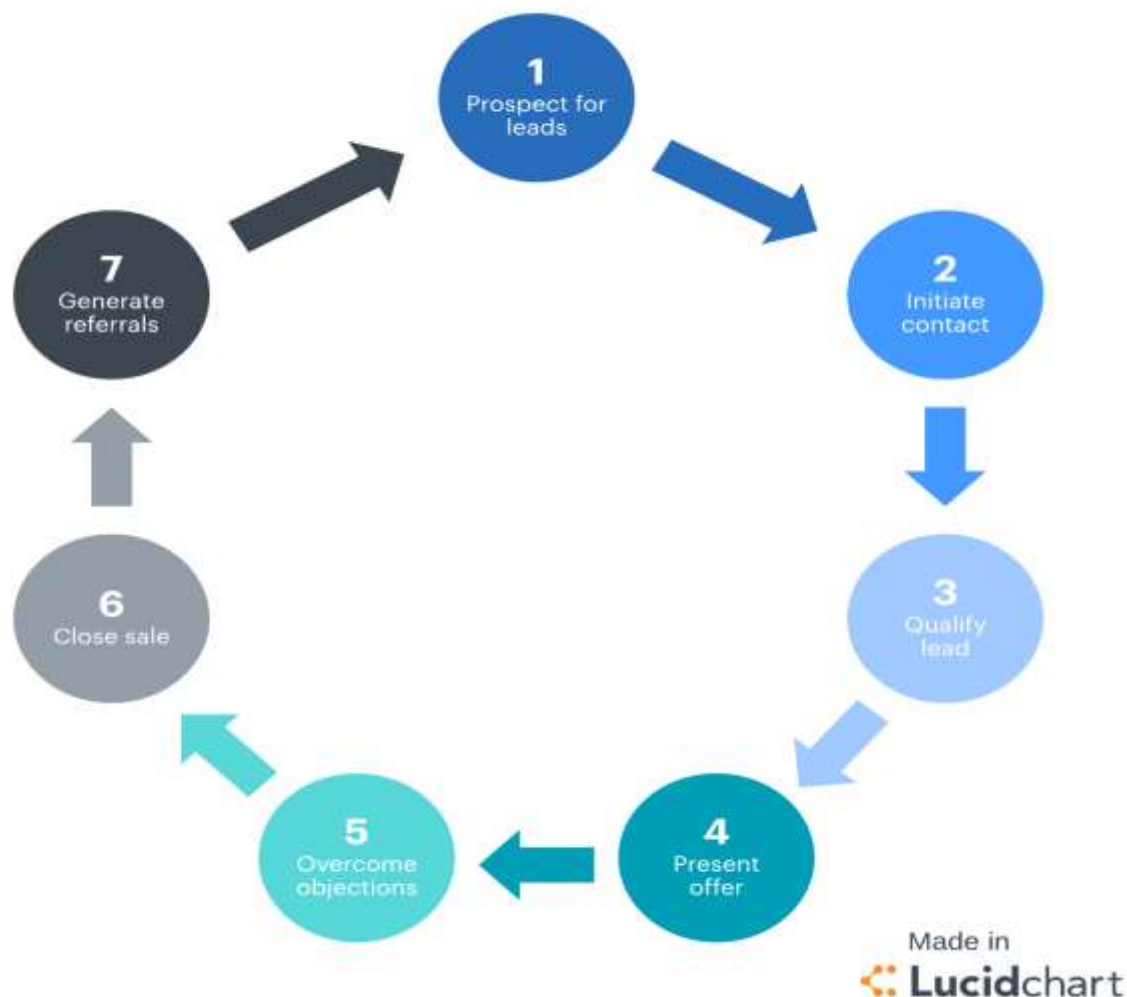
➤ Involves either a sale or an agreement to sell

➤ No formalities to be observed

The contract may be oral or written or both or it may be implied from the circumstances

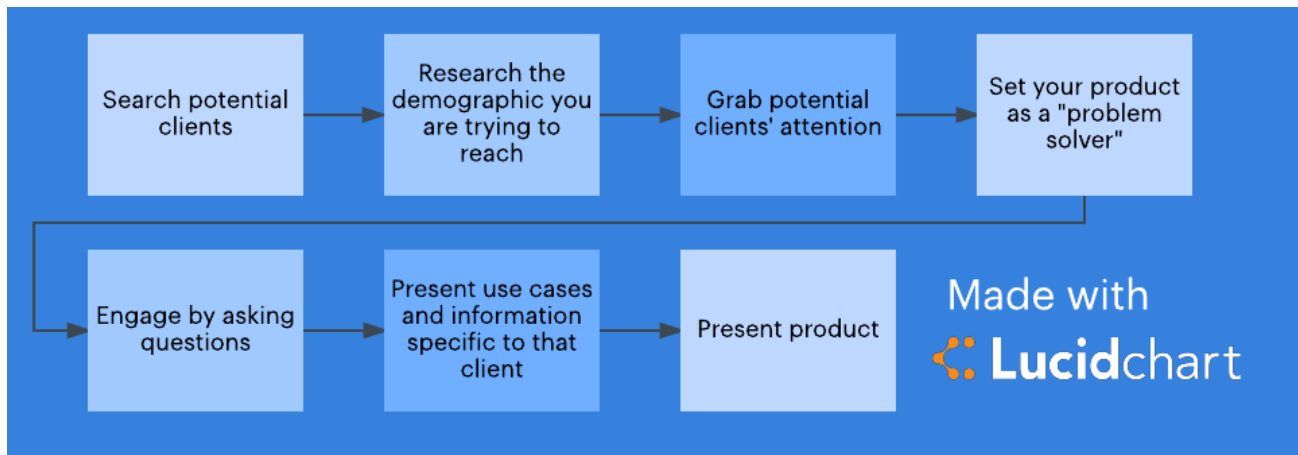
2.3. Sales Stages

The 7 Stages of the Sales Cycle



1. Prospect for leads

To sell something, you must first have a customer or prospective customer. Identifying potential prospects is the first stage in any sales cycle and requires a solid understanding of the service or product you intend to sell.



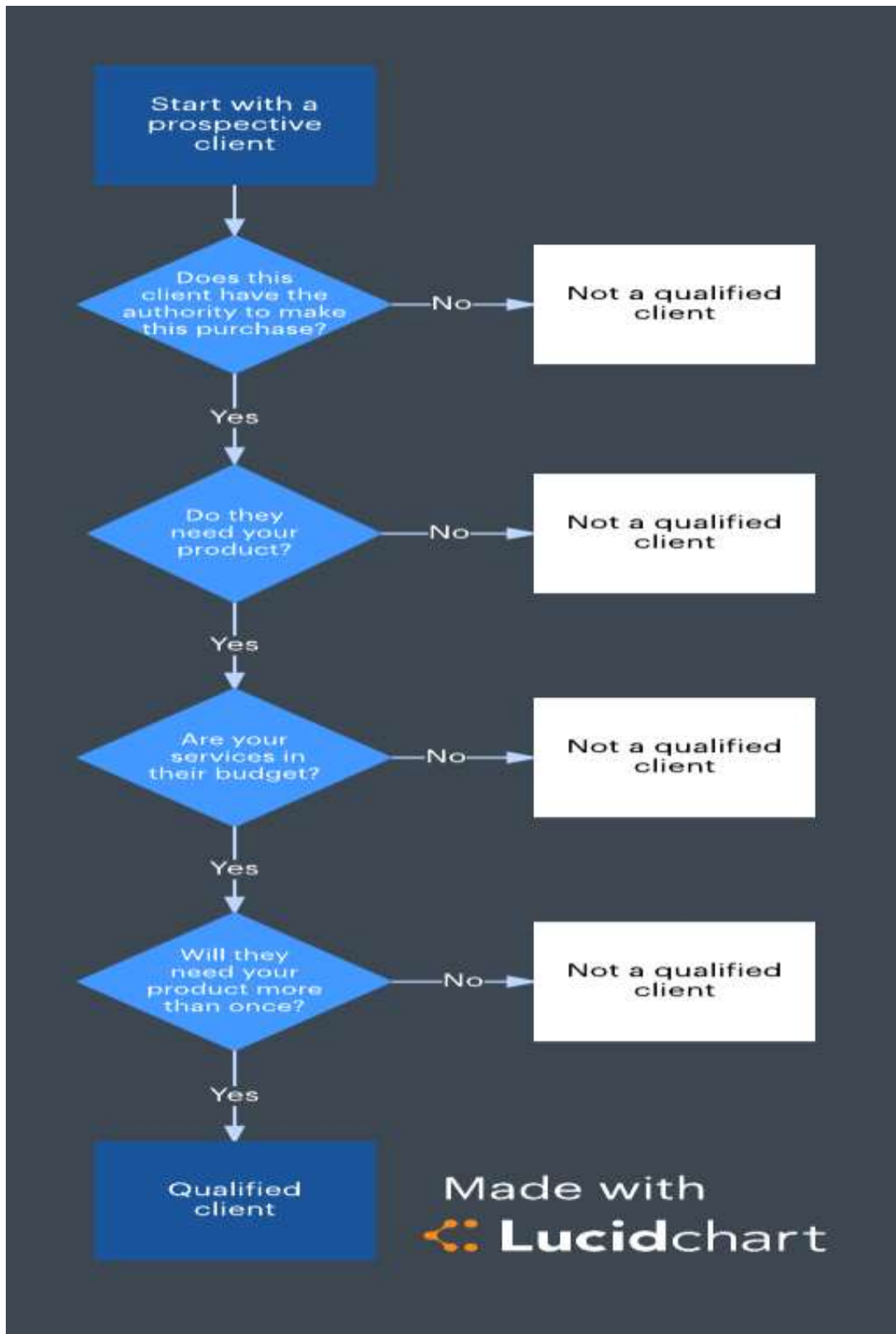
2. Contact potential customers

After you have identified your prospects, the next stage is to initiate contact. The communication channel you choose will depend on the business or type of prospect. In some instances, a phone call is the appropriate means of contacting a prospect, while other times your first point of contact may be an email or a more traditional sales letter. You aren't giving your full sales pitch during this stage, just establishing contact with potential clients in the hopes of setting up a more formal meeting.

3. Qualify the customers

During this stage of the sales cycle, you will vet the client as much as possible. This process may be initiated in the contact stage of the sales cycle, but the majority of qualifying usually happens during the first sales meeting or appointment.

This stage will save you time and resources, since you should only be pitching to qualified leads. You'll want to find out if your contact person is a decision maker and, if so, whether they are actually interested in purchasing your product or service. If your prospect is not in a position to make decisions or purchase, politely ask to include a manager or superior in the meeting.



4. Present your product

Let's recap: you've identified a potential new customer, initiated contact, and qualified the lead. Now it's time to present what you have to offer.

This is the most crucial stage in the sales cycle and requires the most preparation. You should aim to present your goods or services in a way that solves an issue the customer is facing. Be ready to demonstrate how using your product will improve day-to-day operations for your customer and how your company achieves this better than anyone else.

Keep in mind that you're also selling yourself during this presentation, so things like body language, mannerisms, and even your appearance can influence a sale.

5. Overcome customer objections

Your job at this point in the sales cycle is to manage and overcome any objections. Even the most enthusiastic prospects will have hesitations or objections—the price is too high, the contract is too narrow, the terms aren't right.

Don't be afraid to ask for context to their objections. Does their hesitancy stem from an issue or interaction in the past? Are they still carrying some reservations from a past business deal gone bad? Listen patiently to what the client has to say and let them know you understand their concerns. Then reframe your pitch to acknowledge and overcome those concerns.

If the price is causing concern, consider reframing the information in a per-day breakdown. For example, if your software service is approximately \$200 a month, you can reposition the price as "just over \$6 per day." That's less than a fancy nonfat extra-shot vanilla latte typically costs.

6. Close the sale

The moment of truth has arrived. It's time to close the sale, which is much easier said than done. There are a few different approaches to closing a sale, and they all depend on how the preceding stages played out.

Your job as a salesperson is to read the prospect's mode or attitude and tailor your closing style to match. If the prospect has eagerly listened to every word you've had to say and you feel like you've established a good connection, you can use a more direct close: "OK, so let me just get the paperwork written up, and we'll pick a delivery date."

Self-Check -2

Written Test

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

1. Define sales? 6 points
2. Write and discusses the 7 stages of sales Sycle? 14 points

Note: Satisfactory rating – 20 points Unsatisfactory – below 20 points

You can ask your teacher for the copy of your answer

Score = _____

Rating= _____

Name: _____

Date: _____

Answer sheet

Information Sheet-3	Identifying opportunities for "add-on" and repeat sales
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3.1. Add-on and Repeat Sales

Opportunities for add-on and repeat sales should be identified and responded in line with enterprise guidelines.

3.1.1. Add-on Sales

It is selling additional goods or services to a buyer of the firm's main goods or services

It is the sale of additional products or services to a customer at the time of purchase or it is a sale of additional goods or services to a buyer

Typical examples of add-on sales are

- The extended warranties offered by sellers of household appliances such as refrigerators and washing machines, as well as electronics
- Automobile dealerships (e.g. the bells and the whistles)
- Selling a car alarm with a car
- Selling a bank card to a savings account holder

Add-on sales include alternative, additional and specialist products and services that meet identified needs and customer requirements, or could be needed to complete or complement the application or initial purchase. For example: additional equipment, materials or accessories

3.1.2. Repeat Sales

It includes opportunities to encourage further business at a later date.

It includes opportunities to promote further contact with the store/ business including customer receiving brochures and notices of sales promotions.

It is an activity that encourages further transaction/ business at a later date.

Self-Check -3	Written Test
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Directions: - Answer all the questions listed below. Use the Answer sheet provided in the next page.

1. Discusses Add-on sales and repeat sales? 10 points

Note: Satisfactory rating – 10 points Unsatisfactory – below 10 points

You can ask your teacher for the copy of your answer

Score = _____

Rating= _____

Name: _____

Date: _____

Answer sheet

Reference

<https://www.rainsalestraining.com/blog/product-knowledge-training>

<https://www.lucidchart.com/blog/sales-cycle-stages>

www.investopedia.com/terms/a/add-on-sales

Horticultural Crops Production

Level-III

Learning Guide-80

Unit of Competence: - Sell products and services

Module Title: - Selling products and services

LG Code: AGR HCP1 M14 LO3-LG-80

TTLM Code: AGR HCP1 TTLM 0120v1

LO3: Maintain products

Instruction Sheet	Learning Guide#80
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This learning guide is developed to provide you the necessary information regarding the following **content coverage** and topics –

- Handling and storing products safely
- Completing documentation and re-ordering
- Reviewing own sales techniques

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 –**

- Products are handled and stored safely and efficiently in line with manufacturer, enterprise and OHS guidelines
- Documentation and re-ordering are completed in line with enterprise requirements.
- Own sales techniques are reviewed to enhance future sales results.

Learning Instructions:

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below 3 to 5.
3. Read the information written in the information “Sheet 1 to sheet 3”.
4. Accomplish the “Self-check 1 to Self-check 3 in **page -39, 42 and 45** respectively.
5. If you earned a satisfactory evaluation from the “Self-check” proceed to the next.

Information Sheet-1	Handling and storing products safely
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1.1. Maintain Products

Maintaining products is one of the prominent activities of marketing. Thus it has an impact on the profit and operational condition of a business firm. For a product to be properly maintained, the following activities have to be done

- Handling and storing products
- Documentation of slips, forms and documents
- Re-ordering procedures

1.1.1. Handling and Storing of Products

Products should be handled and stored safely and efficiently in line with manufacturer, enterprise and OHS guidelines.

Products need to be handled and stored safely and securely in order

- ❖ To provide maximum protection of the products
- ❖ To provide longevity of the products

1.1.2. Storage and Handling Equipment

It is a category within the material handling industry. The equipment that falls under this description is usually non-automated storage equipment. Products such as pallet racking, shelving, carts, etc. belong to storage and handling. Many of these products are often referred to as 'catalog' items because they generally have globally accepted standards and are often sold as stock materials out of material handling catalogs.

A firm has to own material handling equipment for handling and storing its products.

Material handling equipment is all equipment that relates to the movement, storage, control and protection of materials, goods and products throughout the process of manufacturing, distribution, consumption and disposal.

Equipment and utensils used for processing or otherwise handling edible product or ingredients must be of such material and construction to facilitate thorough cleaning and to ensure that their use will not cause the adulteration of product during processing, handling, or storage. Equipment and utensils must be maintained in sanitary condition so as not to adulterate product.

1.1.3. Engineered Systems

Engineered systems are typically custom engineered material handling systems. Conveyors and handling robots and most other automated material handling systems fall in to this category. Engineered systems are often a combination of products integrated to one system. Many distribution centers will optimize storage and picking by utilizing engineered systems such as pick modules and sortation systems.

Equipment and utensils used for processing or otherwise handling edible product or ingredients must be of such material and construction to facilitate thorough cleaning and to ensure that their use will not cause the adulteration of product during processing, handling, or storage. Equipment and utensils must be maintained in sanitary condition so as not to adulterate product.

1.1.4. Industrial trucks

Industrial trucks usually refer to operator driven motorized warehouse vehicles, powered manually, by gasoline, propane or electricity. Industrial trucks assist the material handling system with versatility; they can go where engineered systems cannot. Forklift trucks are the most common example of industrial trucks but certainly are not the extent of the category.

Self-Check -1	Written Test
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Directions: - Answer all the questions listed below. Use the Answer sheet provided in the next page.

1. Write the activities to maintained product? 6 points
2. What is the important handled and store safely products? 4 points

Note: Satisfactory rating – 10 points Unsatisfactory – below 10 points

You can ask your teacher for the copy of your answer

Score = _____

Rating= _____

Name: _____

Date: _____

Answer sheet

Information Sheet-2	Completing documentation and re-ordering
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2.1. Documentation and Re-ordering

Documentation and re-ordering have to be completed in line with enterprise guidelines.

Quantity and code slips for register staff, clearance slips, order forms and consignment documents are required for documentation to be completed.

Recording of sales and completion of stock control/ movement records are re-ordering procedures.

2.1.1. Process documentation

A process document outlines the steps necessary to complete a task or process. It is an internal, ongoing documentation of the process while it is occurring—documentation cares more about the “how” of implementation than the “what” of process impact. A business is essentially a group of interrelated processes, and if these processes aren’t in writing, breakdowns can occur. Companies have repeatable processes fundamental to their successful operation, thus process documentation serves as a crucial guide for employees and managers to reference.

2.1.2. Why you need process documentation

Process documentation is a roadmap for your organization—it helps you identify the current state of a process to know how you can improve it. Any task that is done more than once or completed by multiple people needs to be documented. Doing so provides consistency for your organization and allows you to monitor and revise processes as you go along.

2.1.3. A Purchase Order Contain

Here are some of the essentials that a purchase order tends to contain:

- ❖ PO number (which is then referenced in the invoice to connect the two documents, something that is particularly important for finance departments in large companies)
- ❖ Contact information for the customer
- ❖ Payment information

- ❖ Description and quantity of goods/services ordered
- ❖ Invoice and delivery address (if different)

2.1.4. The Purchase Order Process

There are a number of stages involved in the purchase order process. These can vary from company to company, but the ones listed below are the most commonly used:

- **Purchase Requisition is created** – This takes place within the company making the purchase and sees the person responsible for the purchase requesting approval from finance and line managers to do so.
- **Purchase order is sent** – Assuming the first stage doesn't end with a firm 'no', the purchase order is created and sent to the supplier, detailing what is wanted and providing the information the supplier will need when creating their invoice.
- **Supplier approves purchase order** – Again, this assumes that the supplier is happy with the purchase order they have received. Once they have reviewed it they will acknowledge receipt and acceptance of the order.
- **Buyer records purchase order** – Now that the binding contract has been agreed, the purchasing company will officially record the purchase order and the supplier will start to do what is required of them to fulfill the order.

Self-Check 2	Written Test
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Directions: - Answer all the questions listed below. Use the Answer sheet provided in the next page.

1. What is documentation and re-ordering? 5 points
2. Why you need documentation process? 5 points

Note: Satisfactory rating – 10 points

Unsatisfactory – 10 below points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating= _____

Name: _____ Date: _____

Answer sheet

Information Sheet-3	Reviewing own sales techniques
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3.1. Sales Techniques

Own sales techniques have to be reviewed to enhance future sales results.

Even though there are many sales techniques, the choices are narrowed as you think about your market and what customers' needs are, as well as what their expectations may be.

3.1.1. Sales techniques tips

- + Listen to the emotional side of your prospect or client
- + Focus on your prospect or client's need
- + Use language that focuses on your prospect or client
- + Find out your prospect's priorities
- + Know your prospect
- + Focus on why they should buy-out their objections
- + Sell the benefits- not the products
- + Never rush the sale or the customer
- + Know your products, as well as the market- be a RESOURCE
- + Follow through with promises
- + Use explanations rather than excuses
- + First impressions really count, look and appear smart

3.1.2. Maintenance Types

Preventive maintenance, where equipment is maintained before break down occurs. This type of maintenance has many different variations and is subject of various researches to determine best and most efficient way to maintain equipment. Recent studies have shown that Preventive maintenance is effective in preventing age related failures of the equipment. For random failure patterns which amount to 80% of the failure patterns, condition monitoring proves to be effective.

Corrective maintenance, where equipment is maintained after break down. This maintenance is often most expensive because worn equipment can damage other parts and cause multiple damage.

Reliability centered maintenance, often known as RCM, is a process to ensure that assets continue to do what their users require in their present operating context.

Self-Check 3	Written Test

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

1. List the sales technique tips? 10 points
2. List and describe the maintenance types. 10 points

Note: Satisfactory rating – 20 points Unsatisfactory – 20 below points

You can ask your teacher for the copy of the correct answers.

Score = _____

Rating= _____

Name: _____ Date: _____

Answer sheet

Reference

<https://www.lucidchart.com/pages/tutorial/process-documentation>

<https://tallyfy.com/purchase-order-process/>

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