

TEACHER Honeycutt Wed 03/01/2017 BlockMKME.13.02.c

STUDENT Web.Student WORKSHEET RecProd01.jpg

# Recommend a Specific Product

Write the main points from each video in the space provided.

5:05  **Selling is Hard Work**  
<https://youtu.be/PtJBVhkL1Eg>

3:02  **Guided Selling Tools**  
<https://youtu.be/IH4-HMDTmH0>

1:24  **What Is Product Marketing?**  
[https://youtu.be/qPWZQf91\\_LU](https://youtu.be/qPWZQf91_LU)

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THANKS

# Recommend a Specific Product

**Summarize your understanding of each paragraph.**

Guided selling is a process that helps potential buyers of products or services to choose the product best fulfilling their needs and hopefully guides the buyer to buy.

Guided selling can also help retail clerks guide their customers to a buying decision. When customers buy products, it is sometimes called a “conversion.”

Sales agents have used concepts of guided selling a long time. Recommending a specific product is a skill sales people use. Today, some web sites also use product recommendation methods.

The goal of product recommendations is to help a buyer make a decision. The goal is to help a buyer identify a product that fulfill their need.

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# Read Internet Impact



1. Read the passage. (Increase Revenue)
2. Underline key expressions in each sentence.
3. Re-write each word (or expression) you underlined.
4. Summarize the passage.

*Read this. Underline key words.*

Provocative Business Change™ John A. Honeycutt 2005 ©

The growth of the Internet has made it much more difficult to effectively extract useful information from all the available online information. The overwhelming amount of data necessitates mechanisms for efficient information filtering. Collaborative filtering is one of the techniques used for dealing with this problem.

The motivation for collaborative filtering comes from the idea that people often get the best recommendations from someone with tastes similar to themselves. Collaborative filtering encompasses techniques for matching people with similar interests and making recommendations on this basis.

[https://en.wikipedia.org/wiki/Collaborative\\_filtering](https://en.wikipedia.org/wiki/Collaborative_filtering)

1  
2

*Re-write words you underlined*

3

---



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*Using a complete sentence, summarize or rephrase the passage*

4

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THANKS

# Tips on Product Recommendations

- 1. Product Recommendations** — A simple and effective way to increase AOV is to recommend cross-sell and up-sell products while visitors browse the site. Be sure that the product recommendations are relevant and fit contextually with the product category and individual products a visitor is viewing. Also, don't forget the cart preview and checkout pages; they can be a great way to move overstock and seasonal items while increasing average order value.
- 2. Organize Your Products for Holiday Shopping** — Poor navigation is one of the most common reasons consumers go to a competing site, especially during the holidays when they want to get their shopping done quickly. In addition to the standard attributes used in faceted navigation, the holidays are a great time to create gift guides and optimized holiday landing pages tailored to shoppers looking for gifts. Turn your every day categories into mini gift shops and highlight popular items for gift recipients such as "Gifts for Women."
- 3. Highlight Promotions & Make Them Clear** — With every shopper looking for the perfect gift at the perfect price, it's important that holiday promotions are visible throughout the site and that the "rules" of the promotion are very clear. If you're running multiple promotions, make sure that the promotion an individual sees while browsing the site is consistent with the source of their promotion. In other words if you're running a site-wide "free shipping on orders over \$65" and you've sent an email promoting "free shipping on orders over \$25" to your best customers, make sure the promotional messaging matches the email.
- 4. Add Some Holiday Cheer** — I wouldn't recommend playing holiday music on your site—that gets annoying enough after a few months of holiday tunes being played in brick-and-mortar stores. However there are ways to add some holiday cheer to get site visitors in the holiday frame of mind. Feature holiday and seasonal products on landing pages and use text and graphics to convey a seasonal feel to your navigation and gift guides.
- 5. Be Social and Engaged** — Social media networks are a great way to extend your holiday merchandising beyond the website. Make it easy and encourage customers to post reviews and share what they like.

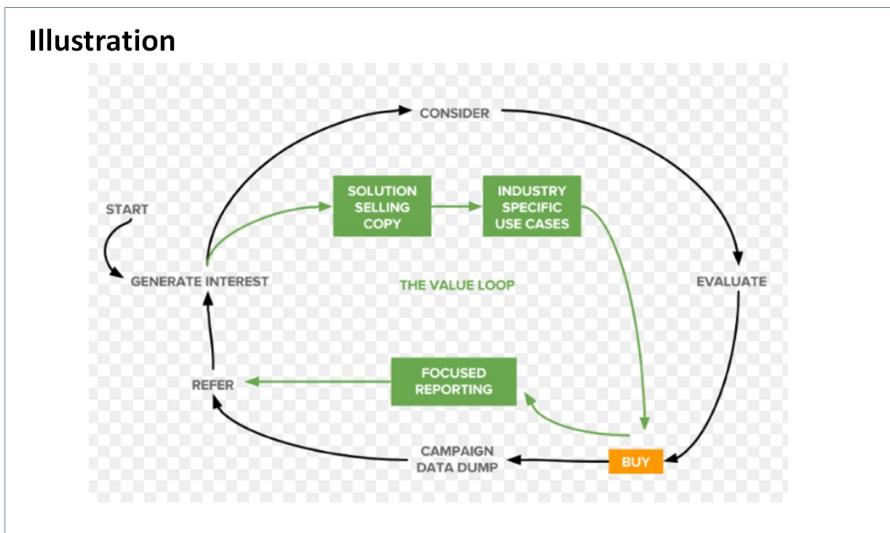
<http://www.hawksearch.com>

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# Draw "Illustration?"



1 Copy and Label the Illustration in the Space Provided



4 Draw (Copy) the Illustration Here

5

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# Interpret a Graph



Write the title of the graph \_\_\_\_\_

Circle the type of chart this represents

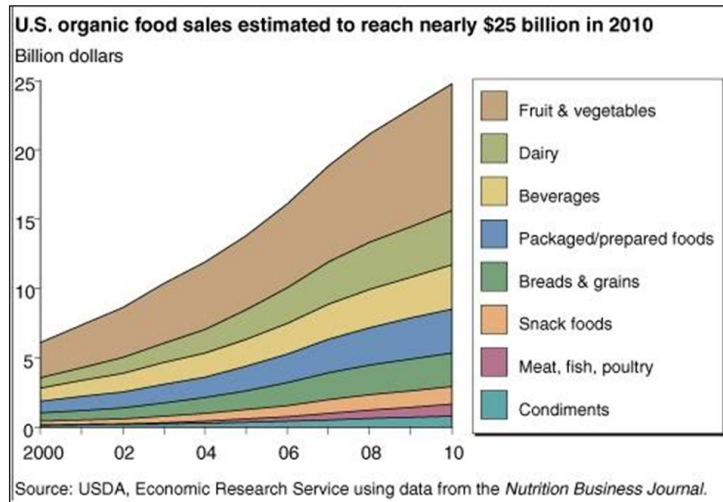
*Bar Chart   Line Chart   Pie Chart   Other*

If applicable,

What does the X-axis represent \_\_\_\_\_

What does the Y-axis represent \_\_\_\_\_

Summarize what this graph represents or conveys



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# Show-Off Your Smarts!



## Instructions

- Assemble into a small group assigned by the instructor.
- As a group, review the questions below.
- As a group, select one of the questions to discuss.
- Discuss your ideas/answers/responses as a group.
- Select one person to present your response to the class.

**Q1. How can this information be applied to a young-person's life?**

**Q2. Why might this information be important to a business person?**

**Q3. What type of businesses must apply this information and why?**

**Q4. As a business owner, how would you apply this information?**

**Q5. How might this information make you a better employee?**

*Information covered in this topic ...*

Product	Suggestion	Process
Trends	Product Features	Procedure
Selling		Communicate

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THANKS

# Review Your Understanding



**Based on the previous text and illustrations, answer these (T/F)**

Selling products can be difficult work. T / F

Marketing and selling are related processes in business. T / F

Marketing and selling, while related, are not the same thing. T / F

Selling products typically requires the sales person to know about the products she/he is selling. T / F

Selling products is performed best when the customer trusts the sales person. T / F

Selling products is just one process in the supply chain. T / F

Selling products is done best when the entire supply chain is understood. T / F

Having sufficient inventory on-hand (or ready to be available) typically helps in the selling process. T / F

Selling products has changed in the past fifty years due to the introduction of the Internet T / F

Personal selling remains an important process today. T / F

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## R.A.C.E.

*Use this hypothetical business situation to complete your R.A.C.E. page.*



You are a sales clerk at a RadioShack® store. You have been sent to training about the use of a new cell phone that will be sold by your store only. No other store in the country will be selling the exact model of phone.

You are determined to sell no fewer than 100 phones in the next 45 days.

**How would you respond to the situation?**

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THANKS

# Recommend a Specific Product

**Rephrase. Answer. Citation. Example.**

**Rephrase** the instructor's question regarding the topic.

**Answer** the question above in three ways. Use your notes from the videos, the summarized paragraphs, or the discussion.

1

2

3

**Cite** the source (video/paragraph) you used in your answers.

1 *Your source:*

2 *Your source:*

3 *Your source:*

**Example** write an example situation related to the topic.

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