

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

STUDENT Web.Student WORKSHEET RecProd11.jpg

# 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

Recommend specific product. (MKME.13.02.c)

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

Recommend specific product. (MKME.13.02.c)

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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?**

Recommend specific product. (MKME.13.02.c)

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.

Recommend specific product. (MKME.13.02.c)