**BTEC Business Level 2 – Unit 10: Writing Frame**

**Task M2**

Prepare an information leaflet to give to new recruits at the training event to inform them about the different techniques businesses could use to sell their products or services. For example working in a dispensing pharmacy requires a different skill set from selling in a clothes store. The legal constraints are stronger in pharmacies. Customers may also want advice and be in some distress. In a clothes store the purchases represent discretionary spending. The legal and regulatory requirements are much more modest. Less training may be required. Decide on the personal skills and processes needed by sales staff in each of the following situations:

1. Selling insurance over the phone through cold-calling
2. Selling holidays at a travel agents
3. Selling clothes in Selfridges (large department store)
4. Selling mobile phones in Carphone Warehouse
5. Selling meat in a traditional butcher’s
6. Selling computer games at Game
7. Selling a wedding dress
8. Selling fruit and vegetables on a market stall

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For each of the above scenarios, you need to explain:

* The skills needed by the sellers – make this relevant to the type of business they work for
* Explain why these skills are needed
* The laws that each seller must follow (you must give at least 1 piece of relevant legislation)
* Explain why these laws must be followed – and how this impacts the sale
* The type of customers that they will deal with
* The planning needed by each seller before they can sell
* Explain why this planning is important
* Explain the processes needed for each sale (e.g. market stall – loud and banter, funeral director – respect and discretion)