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

**Task M1**

The role of sales staff is more than just selling and it is also the responsibility of sales personnel in promoting the organisation and the contribution they make towards an organisation’s goals. Meeting the customers’ needs for a product or service may be a starting point but often selling goes beyond this. The C.E.O recently read an article that:

“Stores in the John Lewis Partnership are never knowingly undersold, the staff are in uniform, and they have specific product training and are unfailingly polite. As a result, the business has one of the best reputations on Britain’s high streets; a reputation to which the sales staff contribute in great measure.”

He would like you to research the importance of sales staff to the John Lewis partnership in contributing to its organisational objectives and write up a report for him to address the board of directors.

1. **Identify John Lewis’s Objectives (They can be found in their mission statement)**

<http://www.johnlewispartnership.co.uk/about/our-strategy.html>

You need to explain how John Lewis’s sales staff, and in fact all of their staff (through their ownership and organisational structure) contribute towards achieving these objectives.

1. **Talk about John Lewis’ ownership model; the fact that all employees are partners and part-own the business, and the fact that John Lewis use a profit share reward model.**

<http://www.johnlewispartnership.co.uk/about/our-principles.html>

<http://www.johnlewispartnership.co.uk/work.html>

Think about the link between employees owning the business, sharing the profits and wanting to perform well and maximise sales.

1. **Talk about the appearance, training and customer service that is on view from the staff at John Lewis.**

<http://www.smarta.com/advice/sales-and-marketing/sales/five-lessons-in-customer-service-from-john-lewis>

(This report explains the importance of customer service to John Lewis)

Explain why John Lewis are able to meet their objectives by getting their staff to believe in offering good customer service.

1. **Talk about the reputation John Lewis has built**

Think about the image their adverts and marketing conveys, along with the way staff present themselves in store. Explain how this reputation, upheld by the staff, leads to customers trusting the brand and continuing to shop there.

Think about the motto of John Lewis, ‘Never knowingly undersold’.