



APPLIES TO ACADEMIC YEAR 2012/2013

VHL 3681 The customer meeting – sales and service in retailing

Programme

Bachelor in Retail Management (3. year)

Responsible for the course

Gorm Kunøe

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The sales experience is vital to the existence of any market-dependent company, and the sales force constitutes the power that in practice must secure revenue and build the store as a brand. Understanding the importance of communication as an active means to persuade and influence existing and potential new customers in a wanted direction is part of the sales term.

Learning outcome

The course shall give the students the competence to complete sales processes, and give the students a good understanding of the most costly and at the same time most effective marketing tools a company has at its disposal.

Acquired knowledge

- An understanding of what it means in practice to gain the competence that enables the student to function as a professional sales person.
- Competence that enables the student to establish and develop customer relations in retailing.
- Ability to develop an individual training plan

Acquired skills

The students must be made able to contact prospects and to go through an optimal sales process in the shop.

Reflection

- During the course the student will be taught to understand that the sales person is indispensable to the shop, and that at the same time he/she is an active brand builder towards new and existing customers.
- Through a professionalizing process the course shall establish a critical and constructive attitude to retail sales.
- During the course students shall develop a good understanding for the ethical side of the sales process.

Prerequisites

It is expected that students have prior knowledge of Consumer Behavior, Marketing Management, Reputation Building in the trade, Retail Store Management II or equivalent.

Compulsory reading

Books:

Cialdini, Robert B. 2011. Påvirkning : teori og praksis. 2. utg. Abstrakt forlag
Petersen, Eirik. 2009. Nå dine salgsmål! : grunnleggende salgsteknikk for alle som jobber med kunder. Universitetsforlaget

Recommended reading

Books:

Berg, Petter A. 2009. Kunsten å selge : etablere, beholde og utvikle kunderelasjoner. 4. utg. Cappelen akademisk forlag
Manning, Gerald L., Barry, L. Reece, Michael Ahearne. 2012. Selling today : creating customer

value. 12th ed. Pearson
 O'Keefe, Daniel. 2002. Persuasion : theory & research. 2nd ed. Sage Publications

Course outline

- **Introduction to customer meeting, professional retail sales, to training and work requirements**

- **Thematic lecture schedule:**

- Achieve your sales targets

- How to achieve your sales targets
 - Sales profession in stores
 - Input factors that influence sales
 - The meeting with the customer
 - Verbal and nonverbal communication

- Affecting

- Reciprocity
 - Consistency
 - Social proof
 - Sympathy
 - Authority
 - Scarcity

- Achieve your sales targets - continued

- The sales process
 - Purchasing Process
 - Retail Sales
 - Customer Care
 - Personal service
 - Customer Complaints
 - Structure of sales work
 - Ethics in Sales
 - Personal development and training

- **Tasks: Mystery shopping - team collaboration**

- **Training Plans**

- **Peer review**

In order to promote learning between students, a student-helper-student system is used. Students are instructed in how to systematically give feedback to fellow students and document assessment in analyzing behavior in the customer meeting.

Peer review assessment alternates between students and represent a good preparation for the development of a formal training plan - see the learning process.

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

The course consists of 36 hours of class room teaching and group work during the semester.

During the course there will be given eight (8) assignments in "mystery shopping", of which each of them shall result in a report. Students are encouraged to submit reports to the lecturer of "mystery shopping" - visits they make, and to prepare a training plan for employees of a concrete or an fictitious shop. More information about the take-off and submission of assignments will be given in lectures and on IT's learning.

Activity	Hours
Participation in the class room	36
Preparations for the lectures	24
Solving tasks – "mystery shopping" and training with storyboard	40
Reporting - submission	18
Miscellaneous/preparing for the examm	34
Total recommended use of time	200

Use of hours

36 hours - Lectures with dialogue and small group cases

9 hours - Coaching seminars in writing a project report

45 hours total

Examination

A four-hour individual written examination concludes the course..

Examination code(s)

VHL 36811 - Written examination counts 100% towards the final grade in VHL 3681 The Customer Meeting – Sales and Service in Retailing, 7,5 credits.

Examination support materials

No support materials allowed.

Re-sit examination

Re-sit examination is offered every term.

Additional information