

Introduction to Skill Area One

- Warm-up discussion
 - o What are your experiences as a salesperson?
 - o What social skill components are important to be a salesperson?
- Review of learning objectives



Video and Teaching/ Discussion

- Identify inappropriate behaviors from video show on poor performance of salesperson, e.g.
 - o Be impolite
 - o Did not cater customer's needs
- Introduce the key points through PowerPoint/ transparency presentation, e.g.
 - o Be polite to customer with a kind smile
 - o Understand and explain clearly the features and usages of product
- Discussion



Demonstration

- Show a video about performance of a good salesperson who applies the stated key points to serve the customer



Role-play Exercise

- Practice role-play scenario with participants
 - o Participants act as salesperson in a store and try to demonstrate how they will serve the customer in an appropriate way
- Give feedback



Homework Assignment

- Practice and generalize skills into daily situation
 - o Participants are required to observe a real-life situation in which a salesperson is serving customers, and rate the performance of the salesperson from a customer's viewpoint with reasons
 - o Participants are required to pair-up with participants to perform a roleplay without trainer's guidance, and report the performance according to a checklist in next session