5.5 The sales process and customer service: 10-minute Pack

Total Marks

AQA 8132 · Calculator allowed · about 10 minutes

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Show your working for any calculation: method marks are available even if your final answer is wrong. Wrenfield Home Electronics, used throughout this pack, is a fictional business.

1 Which one of the following best describes customer service?

- ☐ A) The way a business's staff support and help customers, before, during and after a sale
- ☐ B) The price a business charges for a product
- ☐ C) The design of a business's shop front
- ☐ D) The number of staff a business employs

(Total for Question 1 is 1 mark)

2 State two benefits to Wrenfield of having loyal, repeat customers, other than the direct revenue they spend.

(Total for Question 2 is 2 marks)

3 State two examples of good customer service that Wrenfield's shop staff could provide.

(Total for Question 3 is 2 marks)

4 A customer in Wrenfield's shop says a television is too expensive. Explain why handling this objection well, rather than ignoring it, might increase the chance of Wrenfield making the sale.

(Total for Question 4 is 3 marks)

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Mark scheme · 5.5 The sales process and customer service: 10-minute Pack

Question 1

A cao **B1**

Answer: A

Question 2

one acceptable benefit, e.g. lower marketing costs than constantly attracting new customers **B1**

a second acceptable benefit, e.g. positive word-of-mouth recommendations to friends and family **B1**

Answer: Any two, e.g. lower marketing costs than attracting new customers; positive word-of-mouth recommendations.

Question 3

one acceptable example, e.g. staff greeting customers promptly and asking what they are looking for **B1**

a second acceptable example, e.g. staff clearly explaining a product's features, or offering help setting it up after purchase **B1**

Answer: Any two, e.g. prompt, friendly greeting; clear product explanations; help setting up a product after purchase.

Question 4

identifies the point, e.g. a well-handled objection might involve explaining the television's features, a payment plan, or a similar cheaper model **B1**

develops the point, e.g. this addresses the customer's actual concern rather than leaving it unresolved **B1**

links clearly to an outcome, e.g. the customer is then more likely to feel understood and go ahead with a purchase, rather than leaving to check a competitor **B1**

Answer: Handling the price objection well, for example by explaining the television's features, offering a payment plan or suggesting a cheaper model, addresses the customer's real concern, making them more likely to go ahead with the purchase rather than leaving to check a competitor.

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