**UNIT 19.1 – Task 5: (D1).**

Task 5: (D1)

a) In the final section of your report, you need to assess the strengths and weaknesses of promotional activities and personal selling skills that are (or have been) used by both businesses (From tasks 1 and 2) – P1/M1. This should relate to a chosen specific hospitality product or service (one for each business), such as a weekend break at a country house hotel or a conference package.

You should

- evaluate the ways in which different promotions are used,

- explain how they seek to influence purchasing decisions of three different target customers,

- assess the relevance to the product of any personal selling methods used.

b) Then:

Evaluate how your 2 chosen businesses seek to influence the purchasing decisions of 3 different target customers for your chosen products - evaluate how the specific promotional/personal selling methods the business uses to try and get each of these 3 types of customers to buy the chosen products.

**Guidance:**

**a) Evaluate the ways in which different promotions are used.**

i) Choose 1 product/service for each of your 2 organisations.

ii) Identify the promotional and personal selling methods used by the business, in order to maximise sales of **the chosen product/service.**

* How the product is described on the website/in the menu
* How the product is described when it is sold face-to-face
* How the product is upsold
* How the product is presented to the customer
* After sales service relates to the product
* How staff could be trained to sell the product
* The pricing of the product (is it part of any sales promotion/discount/loyalty scheme)
* Promotional methods used to raise awareness of the product
* Ways in which feedback relating to the product and its selling is collected.

iii) Then evaluate these methods used undertaking a SWOT analysis:

**Strengths** (Current Strengths of methods used – why are these strengths?)

* Consider any positive aspects relating to the list above.
* Give reasons for positives e.g. Does the promotional material follow AIDA? Does staff training help to increase the product knowledge of staff (leading to more sales)?
* Ultimately, how do any positive aspects of the personal selling help to increase awareness, increase sales, satisfy customer needs, increase customer loyalty and raise profit levels.

**Weaknesses** (Current Weaknesses of methods used – why are these weaknesses?)

* Consider any negative aspects relating to the list above.
* Give reasons for negatives e.g. Does the promotional material NOT follow AIDA? Are any areas of staff training lacking?
* Ultimately, how do any negative aspects of the personal selling fail to increase awareness, increase sales, satisfy customer needs, increase customer loyalty and raise profit levels.

**Opportunities** (How could methods used be improved?)

* Discuss improvements that you think could be made to the negative aspects of personal selling/promotional methods used for the product?
* What could be the implications of these methods in terms of cost, staffing, additional resources needed?

**Threats** (What could happen if methods are not improved?)

* Discuss the implications of any of the weaknesses that you have identified for the personal selling/promotional techniques used for the product.

**b) Evaluate how your 2 businesses seek to influence purchasing decisions of three different target customer types.**

Identify 3 customer types that the businesses are targeting with **the chosen product**.

***Types of customer*:** types e.g. individuals, groups, business, private, residential/non-residential; customer profiles e.g. age, gender, cultural background, lifestyle, disposable income, social class, special needs, special interests; identifying needs and wants; satisfied/dissatisfied customers.

Perhaps choose 2 types of customers that would commonly use the product, then another customer type who may not necessarily use the product…but the business could potentially target (and increase their income from).

i) Explain how the promotional/personal selling methods relating to each product (from part a) will encourage each chosen type of customer to purchase the specific products (or not).

Link how each of the following will encourage EACH customer type to buy the chosen product.

* Social media/the website/the menu and other promotional methods used to raise awareness of the product
* How the product is described when it is sold face-to-face
* How the product is upsold
* How the product is presented
* After sales service relates to the product
* The pricing of the product (is it part of any sales promotion/discount/loyalty scheme)
* Ways in which feedback relating to the product and its selling is collected.

ii) For each of the 3 groups, explain strengths of the personal selling/promotional activities the businesses use to influence them into buying the product.

Which aspects of each activity will clearly influence that customer type to purchase the product (explain how/why)?

iii) For each of the 3 groups, explain weaknesses/areas for improvement of the personal selling/promotional activities the businesses use to influence them into buying the product.

Explain how the activity could put off that customer type, would not attract them, or what could be missing/is not done.

iv) Recommend how promotional methods could be improved OR suggest additional methods that could be used to influence the decisions of the 3 groups.

Linked to the areas for improvement discussed in part iii), discuss improvements that could be made to existing personal selling activities and/or promotional methods that would help to specifically target/attract that customer type.

Explain how your suggestions would help target these customers further.

Discuss any new/alternative personal selling/promotional methods that could be used by the business to target that group.

Explain how your suggestions would help target these customers further.

Discuss potential financial/resources/staffing issues that your recommendations could have on the business.