

Short-Course

Solar PV System Installation and Maintenance

NTQF Level II

Learning Guide -32

| | |
|---------------------------|-------------------------------------|
| Unit of Competence | Developing Business Practice |
| Module Title | Developing Business Practice |
| LG Code | EIS PIM2 M15 0120 LO5 LG-32 |
| TTLM Code | EIS PIM2 TTLM 0120v1 |

LO.5. Establish contact with customers and clarify needs of customer-32

Instruction Sheet

Learning Guide – 32

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics –

- Developing and discussing persuasion strategies
- Maintaining enterprise policies and procedures for customer handling
- Maintenance of welcoming customer environment
- Greeting customer warmly
- Providing Information to satisfy customer needs
- Gathering information on customers and service history
- Maintenance of customer data
- Assessing customer needs
- Documenting customer details
- Negotiations in a business-like and professional manner..
- Maximizing benefits for all parties in
 - negotiation through use of established techniques
 - establishing long term relationships
- communicating results of negotiations to appropriate colleagues and stakeholders
- Opportunities to maintain regular contact with customers

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to –

- Develop and discuss persuasion strategies
- Maintain a welcoming customer environment according to enterprise policies and procedures.
- Provide appropriate Information to satisfy customer needs.
- Gather information on customers and service history for analysis.
- Maintain customer data to ensure database relevance and currency.
- Assess customer needs against the products/services of the enterprise.
- Document customer details clearly and accurately in required format.
- Conduct negotiations in a business-like and professional manner.
- Maximize the benefits for all parties in the negotiation through the use of established techniques and in the context of establishing long term relationships.
- Communicate the results of negotiations to appropriate colleagues and stakeholders
- Identifying opportunities to maintain regular contact with customers

Learning Instructions:

- 1) Read the specific objectives of this Learning Guide.
- 2) Follow the instructions described below 3 to 5.
- 3) Read the information written in the information “Sheet 1, Sheet 2, Sheet 3 , Sheet 4 Sheet 5 , Sheet 6, Sheet 7, Sheet 8 , Sheet 9 Sheet 10 Sheet 11 **in page 101 ,104, 107,111,113,117,120,122,124,128,131 and 134.**
- 4) Accomplish the “Self-check 1, Self-check t 2, Self-check 3 Self-check and 4 Self-check 5, Self-check t 6, Self-check 7 Self-check 8, Self-check t 9, Self-check 10 Self-check 11and self check12 ” **in page 103, 106,109,112,116,119,121,123,127,130 133and 135.**
- 5) If you earned a satisfactory evaluation from the “Self-check” proceed to “ self-check-2

LO5. Establish contact with customers and clarify needs of customer

| | |
|---------------------|-----------------------|
| Information Sheet-1 | Persuasion strategies |
|---------------------|-----------------------|

1 Persuasion strategies

1.1 Persuasion

- Scholars have defined persuasion in different ways. Persuasion, according to communication scholars, is
 - A communication process in which the communicator seeks to elicit a desired response from his receiver;
 - A conscious attempt by one individual to change the attitudes, beliefs, or behaviour of another individual or group of individuals through the transmission of some message;
 - A symbolic activity whose purpose is to effect the internalization or voluntary acceptance of new cognitive states or patterns of overt behavior through the exchange of messages;
 - A successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom;
- **Persuasion** is a symbolic process in which communicators try to convince other people to change their attitudes or behaviour regarding an issue through the transmission of a message, in an atmosphere of free choice.

1.2 Persuasion strategies

- **Persuasion strategy** is a means/method/technique by which persuasion is conducted.
- The most common persuasion strategies are
 - Claim – your main point
 - Big Names – experts and important people that support your side of the argument
 - Logos – using logic, numbers, facts, and data to support your argument
 - Pathos – appealing to your audience's emotions
 - Ethos – making yourself seem trustworthy and believable
 - Kairos - building a sense of urgency for your cause
 - Research – using studies and information to make your argument seem more convincing; you can use words, graphs, tables, illustrations

1.3 Laws of persuasion

- People are faced with countless decisions every day, and the laws work because they provide shortcuts to making many of those decisions.

- So during our conduct of the day to day activities of a business, we need the laws of persuasion to increase our influence over others as we guide the project to success.
- These laws of persuasion which are called Cialdini's Six Laws of Persuasion are:
 - Law of Reciprocity: This states that people try to repay what they have received from others.
 - Law of Commitment and Consistency: Consistency of (or at least the appearance of) thoughts, feelings, and actions is important.
 - Law of Liking: When you like someone, or believe that they are "just like you," you are more inclined to wanting to please them.
 - Law of Scarcity: If something you want becomes "the last one available," you tend to feel like you have to act immediately or you might miss out.
 - Law of Authority: Advertisers count on the law of authority when using celebrity endorsements or "expert" testimonials.
 - Law of Social Proof: If others are doing it, then it must be the right thing to do.

Self-Check -1

Written Test

Directions: Answer all the questions listed below.

1. Pathos means
 - A. Logic to be forwarded
 - B. Repeating again
 - C. Reacting to audience emotion
 - D. Precise and clear data
2. Persuasion can be considered as one way of communication
 - A. True
 - B. False

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

| | |
|---------------------|--|
| Information Sheet-2 | Enterprise policies and procedures for customer handling |
|---------------------|--|

2 Enterprise policies and procedures for customer handling

2.1 Definition of customer

- **Customers** are people who need and consume the goods and services of businesses.
- **Customers** are not interruptions to your job but they are the reasons you have a job or establish and conduct a business.

2.2 Customer handling /Customer service/ skills and attitudes

- Customer handling or customer service is taking that extra step to help customers without being asked! It's all about attitude and skills.
- The attitudes that assist in providing good customer service are
 - Enjoy helping people
 - Handle people well
 - Care for your customers
 - Give fair and equal treatment to all
 - Be understanding of people with special needs
- The skills that assist in providing good customer service are
 - Know about your organisation
 - Learn the technical parts of the job
 - Communicate well
 - Be consistent
 - Be organised
 - Know your place in the team and be a team player
 - Emphasize

2.3 Developing a customer service policy

- In order to improve the service of your business, it should be customer oriented,
- For your business to be customer oriented, you will need to evaluate your current service, investigate your customer's needs, and develop a flexible customer service policy that addresses those needs.
- In order to create a customer service policy, you are expected to perform the followings
 - **Develop a vision statement.** This is the guiding principle that informs how your company seeks to interact with its customers.
 - **Set customer service goals in line with your vision and based on your research into customer needs.** These goals should provide quantifiable targets to address the customer service areas you identified as most important.

- **Make your customer policies straightforward and customer-friendly.** Review your customer feedback to see which policies have proven most troublesome.
- **Use your goals as a guide in creating your customer service policy.** Take time to consider it from the customers' point of view.
- **Give your employees the right and authority to deal with customer problems.** Instead of strict rules, give your employees broad guidelines to help customer solve their problems.
- **Train your employees in the new policy.** Hold a mandatory meeting to introduce the plan and to explain its purpose.

| | |
|---------------|--------------|
| Self-Check -2 | Written Test |
|---------------|--------------|

Directions: Answer all the questions listed below.

1. The first step in preparing a customer service policy is writing a vision statement.
A. True
B. False

2. Develop a vision statement is the guiding principle that informs how your company seeks to interact with its customers.
A. True
B. False

Note: Satisfactory rating - 2 points Unsatisfactory - below 2 points
You can ask you teacher for the copy of the correct answers.

Answer Sheet

| |
|---------------|
| Score = _____ |
| Rating: _____ |

Information Sheet-3

Greeting customer warmly

3 Greeting customer warmly

Welcoming and greeting customer warmly

3.1 Greeting Customers Professionally

Greeting customers , your crucial first impression Whether you are in a retail store, hotel, receptionist in a company or in any customer facing situation those first few seconds set the tone and create that crucial first impression that your customer will have about you and your company. This may sound simple but it is one of the most important skills you should acquire to be a professional service or customer care agent. And by the way, this applies also if you provide service over the phone you must work on developing a good warm greeting to your customer.

Always remember that you only have a few seconds to make a great first impression.

Why is greeting so critical?

A lot of things happen. They all take place within the first couple of minutes after a customer enters your store/company/hotel...etc.. They immediately do a visual assessment: How does your place of business look? Is the merchandise appealing? Is the place welcoming?

When you first greet the customer you are selling yourself first, your business second, the experience third, and the merchandise/service last. You want to get the customer feeling comfortable as soon as they walk into your place of business.

Remember these 3 greeting rules :

- Good Eye Contact
- Great Smile
- Great Opener

So now lets look closer into how to make a professional greeting and introduction that can increase sales of your business as we said previously if you are in retail or providing any kind of service or in any professional business setting where you are tasked with greeting customers, here is how to do it professionally.

3.2 Important things to remember about greeting:

- .Make the customer feel welcome and appreciated.
- Make eye contact when greeting the customer.
- Never address a customer from behind – that's scary and creates unwanted pressure.
- Address customers from a reasonable distance -- no shouting across the store/work station.
- Create your unique, memorable greeting

- Never stop greeting! If you pass customers/colleagues in the store/company, make sure to acknowledge them with a friendly smile!

Good luck with your new customer encounters, remember these first few seconds are crucial so try to make the best of them and create your own unique great warm greeting.

Self-Check -3

Written Test

Directions: Answer all the questions listed below.

1. Which of the following is greeting rules
 - A. Good Eye Contact
 - B. Great Smile
 - C. Great Opener
 - D. all

2. Which of the following is Important things to remember about greeting:
 - A. Make the customer feel welcome and appreciated.
 - B. Make eye contact when greeting the customer.
 - C. Never address a customer from behind
 - D. All are correct answers

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

4 Providing Information to satisfy customer needs

4.1 Steps to identify customers' needs

4.1.1 Here are the steps that can be used by any business to gather information about customers' needs/wants.

- Talk to customers
- Listen to employees
- Address the real issues
- Reality check with customers
- Develop on-going processes for working with customers

4.2 Common types of customer' needs

- Before you can get an idea of what your customers want, you have to know who they are.
- “Know” your customers don't necessarily mean that you have to recognize them when they come into you or remember their name after every transaction but it means having a general picture of who buys from you.
- Customers have six basic buying needs pertaining to the product/service:
 - Safety.
 - Performance.
 - Appearance.
 - Comfort.
 - Economy.
 - Durability.

4.3 Customer satisfaction

- **Customer satisfaction** measures how well the expectations of a customer concerning a product or service provided by your company have been met.
- Businesses used surveys to gather information about customer satisfaction which addresses the following areas:
 - Quality of product
 - Value of product relative to price - a function of quality and price
 - Time issues, such as product availability, availability of sales assistance, time waiting at checkout, and delivery time
 - Atmosphere of store, such as cleanliness, organization, and enjoyable shopping environment
 - Service personnel issues, such as politeness, attentiveness, and helpfulness
 - Convenience, such as location, parking, and hours of operation

| | |
|----------------------|---------------------|
| Self-Check -4 | Written Test |
|----------------------|---------------------|

Directions: chose the best answer for the following questions .

1. Steps that can be used by any business to gather information about customers' needs/wants.
 - A. Talk to customers
 - B. Listen to employees
 - C. Address the real issues
 - D. All

2. Businesses used surveys to gather information about customer satisfaction which addresses the following areas:
 - A. Quality of product
 - B. Value of product relative to price - a function of quality and price
 - C. Both

Note: Satisfactory rating - 2 points Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

| | |
|---------------------|--|
| Information Sheet-5 | Gathering information on customers and service history |
|---------------------|--|

5 Gathering information on customers and service history

5.1 Gathering data on customers

- Understanding your customer better isn't as complex as you might think, but it does require a thoughtful analysis of where and how you can collect meaningful data. By better defining which aspects of their behavior or profiles are most significant to your business, you can start to measure and analyze better ways to engage them and ultimately sell more.
- By better defining which aspects of their behavior or profiles are most significant to your business, you can start to measure and analyze better ways to engage them and ultimately sell more.

There are five different data collection activities that together will tell us what we need to know about our customers:

- **Customer Segment Analyses:** These are focus groups that allow us to meet face-to-face with customers while they talk about service issues important to them.
- **Interaction Tracking:** These are surveys conducted to monitor how satisfied customers are with the service they receive by telephone (both field office and 800 number), office visit (both field and hearings offices), and the Internet.
- **Special Studies:** These are customers' focus groups or surveys conducted whenever we need more information about specific issues.
- **Comment Cards:** For years, field offices and tele service centers have used comment cards to solicit customer feedback on the quality of our service.
- **“Talking and Listening to Customers” (TLC) System:** This is an Agency-wide system that is being developed to capture, analyze and address customer-initiated complaints and compliments.
- The known two forms of data are quantitative and qualitative data.
- Quantitative data: data of numerical character which is expressible as a quantity of relating to or susceptible of measurement (Example: “Export wheat without quantitative limitations”)
- Qualitative data: data of non-numerical character involving distinctions based on qualities.

5.2 Analyse data about customers

- After collecting data of customers, the next step is to analyze the data for reaching on the findings which are important for making informed decisions.
- Analyzing the data means to look at and to identify what is going on.
- Here, we refer to “data analysis” in a more narrow sense: as a set of procedures or methods that can be applied to data that has been collected in order to obtain one or more sets of results.

- The two most basic types of procedures that may be used to analyze quantitative data are: summary measures and variance measures
- Summary measures consider questions like:
 - How do the data converge (come together)?
 - What is a “typical” (average) value?
 - Where is the middle (center) of a group?
- Variance measures consider questions like:
 - How do scores differ?
 - What are the differences between individuals in a group?
 - What is the range of outcomes?
- The common procedure used to analyze qualitative data is a narrative analysis method using questionnaires and interviews.
- The first step in analyzing qualitative data is to arrange the data in a manageable format that will facilitate the process of assigning codes and themes /topics/to sections of the transcript.
- Once the theme has been established, count the number of times that the theme/topic/ was identified. At this point the themes can be arranged in order of frequency (the number of times that the theme was identified).

| | |
|---------------|--------------|
| Self-Check -5 | Written Test |
|---------------|--------------|

Directions: chose the best answer for the following questions.:

1. Quantitative data are data of numerical in nature
 - A. True
 - B. False

2. Which of the following is variance measures consider questions .
 - A. How do scores differ?
 - B. What are the differences between individuals in a group?
 - C. What is the range of outcomes?
 - D. All

Note: Satisfactory rating - 2 points **Unsatisfactory - below 2 points**

You can ask you teacher for the copy of the correct answers.

Answer Sheet

| |
|---------------|
| Score = _____ |
| Rating: _____ |

| | |
|----------------------|--|
| Information Sheet-6. | Gathering information on customers and service history |
|----------------------|--|

6 Gathering information on customers and service history

6.1 Maintaining customer data

- Keeping accurate and up-to-date records is vital to the success of any business.
- The business must realize that records kept will be one of the most important management tools it possesses and, therefore, it should be allocated due importance.
- In particular, maintaining data about customers is also vital as the business
- Ultimate goal is to satisfy customers' need and wants.
- Customer data should be accurate, reliable, easy to follow, consistent as to the basis used and be very simple.

6.2 Maintaining a customer database

- Maintaining a customer database is an important way to keep up-to-date on customer information and data. A database provides access to clients, builds loyalty, and encourages repeat business.
- A customer database is the collection of information that is gathered from each customer. The database may include contact information, like the person's name, address, phone number, and e-mail address. The database may also include past purchases and future needs.
- A customer database can eliminate a great deal of paperwork for a business, providing a single repository for valuable client information that can be used by sales teams, customer support personnel and even the accounting team.

6.3 Developing a customer data base

- While it is possible to buy software products that provide basic formats for this type of database, customized databases can be created by keeping a few basics about form and function in mind.
- The sequence of activities to create a database include
 - **Purchase database creation software:** Choose a product that is compatible with the word processing and other software tools used in the business.
 - Determine the type of information that will be stored in the customer database: Most designs will include information such as company name, mailing address, physical address, contact name, telephone and fax numbers, and email addresses.
 - Consider the possible uses for the database: Along with providing a centralized resource to retrieve important data, think in terms of what types of reports could be created using the data.

- Organize the data fields: Create a simple template that follows a logical sequence when it comes to entering names, addresses, and other contact information.
- Set authorizations on each of the fields: This includes identifying which fields will be included on report formats as well as which can serve as the basis for sorting or searching the database entries.
- Prepare report formats: A few basic formats that can be used frequently will often be sufficient, although key users can be granted the ability to create customized reports that include fields relevant to the user's job position and level of access to customer data.
- Establish login credentials and access rights: A workable customer database includes the ability to create login credentials that allow only authorized employees to access the information.
- Review and test the customer database before release: Try using the beta version with a small group of employees to make sure each of the functions work as envisioned.

Self-Check 6

Written Test

Directions: say true or false for the following question

1. In particular, maintaining data about customers is also vital as the business
2. Ultimate goal is to satisfy customers' need and wants.
3. Keeping accurate and up-to-date records is vital to the success of any business.

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

7 Assessing customer needs

7.1 Characteristics of products/services of the enterprise

Product is a tangible result of an economic activity which has the capability to satisfy the needs and wants of individuals.

- Products could be classified as either functional or innovative based upon certain
- Characteristics of the product and its market demand.
- Functional products: functional product satisfies basic needs and typically does not change over time.
- Innovative products: these products are often trendy, fashionable, or high tech and exhibit highly variable demand.
- Service is an intangible result of an economic activity which has the capability to satisfy the needs and wants of individuals.
- The two primary characteristics of services are intangibility and simultaneity. These primary characteristics lead to two secondary characteristics, namely, perish ability and variability.
- Intangibility: services cannot be touched or determined using sense organs.
- Simultaneity: Service delivery and consumption are inseparable from each other and must be produced and consumed simultaneously.
- Perish ability: services cannot be stored for future use, unless these are converted into tangible forms.
- Variability: Since services are intangible, these are variable too.

7.2 Matching the needs of customers with the nature of products/services

- Always, consumers buy and use goods and services in line with their reactions to different features of these goods and services.
- The reactions of consumers to the features (signals of quality) can be categorized as
 - Consumer reactions to packages
 - Consumers reactions to colours
 - Consumers reactions to shapes
 - Consumers purchase intention
- Therefore, consumers buy goods only when their needs match their specific reactions to the feature (signals of quality) of goods.

Self-Check -7

Written Test

Directions: say true or false for the following question

1. Products could be classified as either functional or innovative based upon certain
2. Innovative products: these products are often trendy, fashionable, or high tech and exhibit highly variable demand.

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

8 Documenting customer details

8.1 Customer Profile

- **A customer profile** is a description of a business' customers based on their demographics, backgrounds, hobbies, and interests.
- A customer profile template is a list of questions with instructions that will help you craft your customer profile(s).
- The details about customer can be obtained from receipts, purchases, mail order Requests, information inquiries, subscriptions, feedback forms, and other sources
- Representing customer preferences or predisposition to purchasing a product.

8.2 Elements of a Customer Profile

- Elements of a customer profile are the types of information about customers that should be included in a customer profile.
- Even if elements of a customer profile change, they almost always include
 - **Demographic information** (age, gender, and race);
 - **Socioeconomic information (income and occupation, for instance); and**
 - **Psychographics (customer interests and behavior). Here are the elements of a customer profile:**

8.3 Keys of documenting customer details

The followings are keys for a proper documentation of customers' details

- Time and Date
- All Appropriate Names
- Important Account Information and Identifying Information
- Important Transaction Information
- Details That Matter Later, Not Just Now
- Scheduling a Follow Up

Self-Check -8

Written Test

Directions: chose the best answer for following .

1. The demographic information about consumers may not include one of the followings
 - A. Income
 - B. Age
 - C. Gender
 - D. Race
2. A customer profile does not include the name of a customer
 - A. True
 - B. False
3. Elements of a customer profile and the type of information included in a customer profile are the same
 - A. True
 - B. False

Note: Satisfactory rating - 3 points

Unsatisfactory - below 3 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

9 Negotiations in a business-like and professional manner

9.1 Negotiation

Negotiation

- is a process where two parties with differences which they need to resolve are trying to reach agreement through exploring for options and exchanging offers and an agreement.
- Negotiation is a method by which people settle differences. It is a process by which compromise or agreement is reached while avoiding argument and dispute.

The key feature to negotiation are

- **Reciprocity:** what one party does tends to be matched or reciprocated by the other even if this does not happen all the time
- **Trust:** is an expectation that the other party will act in a beneficial rather than exploitative way
- **Power:**
- **Information exchange:**
- **Ethics** and
- **Outcome:**

9.2 Basic characteristics of negotiation

- Firstly, negotiation is a process
- Secondly, we need two parties for a negotiation
- Thirdly, there must be differences.

9.3 Ways of conducting negotiation

There are two broad ways agreements can be found.

- The first is the negotiators can explore possibilities and develop options that might possibly resolve the issue. This is the creative aspect of negotiation and is how negotiators add value.
- Secondly, and more commonly, negotiators can exchange offers around and between their state of dispositions which involves compromise and can be competitive.

9.4 Stages of Negotiation

In order to achieve a desirable outcome, it may be useful to follow a structured approach to negotiation. For example, in a work situation a meeting may need to be arranged in which all parties involved can come together.

The process of negotiation includes the following stages:

1. Preparation
2. Discussion
3. Clarification of goals
4. Negotiate towards a Win-Win outcome
5. Agreement
6. Implementation of a course of action

9.4.1 Preparation

Before any negotiation takes place, a decision needs to be taken as to when and where a meeting will take place to discuss the problem and who will attend. Setting a limited time-scale can also be helpful to prevent the disagreement continuing.

This stage involves ensuring all the pertinent facts of the situation are known in order to clarify your own position. In the work example above, this would include knowing the 'rules' of your organization, to whom help is given, when help is not felt appropriate and the grounds for such refusals. Your organization may well have policies to which you can refer in preparation for the negotiation.

Undertaking preparation before discussing the disagreement will help to avoid further conflict and unnecessarily wasting time during the meeting.

9.4.2 Discussion

During this stage, individuals or members of each side put forward the case as they see it, i.e. Their understanding of the situation.

Key skills during this stage include questioning, listening and clarifying.

Sometimes it is helpful to take notes during the discussion stage to record all points put forward in case there is need for further clarification. It is extremely important to listen, as when disagreement takes place it is easy to make the mistake of saying too much and listening too little. Each side should have an equal opportunity to present their case.

9.4.3 Clarifying Goals

From the discussion, the goals, interests and viewpoints of both sides of the disagreement need to be clarified.

It is helpful to list these factors in order of priority. Through this clarification it is often possible to identify or establish some common ground. Clarification is an essential part of the negotiation process, without it misunderstandings are likely to occur which may cause problems and barriers to reaching a beneficial outcome.

9.4.4 Negotiate Towards a Win-Win Outcome

This stage focuses on what is termed a 'win-win' outcome where both sides feel they have gained something positive through the process of negotiation and both sides feel their point of view has been taken into consideration.

A win-win outcome is usually the best result. Although this may not always be possible, through negotiation, it should be the ultimate goal.

Suggestions of alternative strategies and compromises need to be considered at this point. Compromises are often positive alternatives which can often achieve greater benefit for all concerned compared to holding to the original positions.

9.4.5 Agreement

Agreement can be achieved once understanding of both sides' viewpoints and interests have been considered.

It is essential to for everybody involved to keep an open mind in order to achieve an acceptable solution. Any agreement needs to be made perfectly clear so that both sides know what has been decided.

9.4.6 Implementing a Course of Action

From the agreement, a course of action has to be implemented to carry through the decision

Self-Check 9

Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. The creative aspect of negotiation occurs when there is

| | |
|-------------------------|--|
| A. Disagreement | C. Explore possibilities and develop options |
| B. Non mutual Agreement | D. Exchange offers |

Note: Satisfactory rating - 5 points

Unsatisfactory - below 5 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

Self-Check 10

Written Test

Directions: chose the best answer for the .

1. An approach of negotiation that emphasizes the role negotiators' personalities is
 - A. Behavioural approach
 - B. Structural approach
 - C. Strategic approach
 - D. all

2. **Know what you want:** The clearer you are on your interests and goals, the better your chance of success in negotiation.
 - A. True
 - B. False

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

| | |
|----------------------|--|
| Information Sheet-11 | communicating results of negotiations to appropriate colleagues and stakeholders |
|----------------------|--|

11 communicating results of negotiations to appropriate colleagues and stakeholders

11.1 Communication fundamentals

- The term communication is derived from the Greek word “communicate” or “communion” which means “to share”.
- Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.
- Communication can be defined as the process of transmitting information and common understanding from one person to another (Keyton, 2011).
- Effective communication is a two-way process that requires effort and skill by both sender and receiver of the information transmitted.

11.2 How to communicate the results of negotiation

- Negotiation is nothing but a discussion among individuals to reach to an alternative which would satisfy all.
- To make an effective negotiation, any negotiator should consider the followings
 - An effective communication is directly proportional to an effective negotiation.
 - One should very sensibly convert his thoughts into a speech by carefully selecting relevant words.
 - Effective communication is important in salary negotiations as well.
 - An effective communication is of prime importance in business deals also
 - Non-verbal communication also plays an important role in an effective negotiation. Our facial expressions hand movements, posture matter a lot and must never be ignored.

11.3 Barriers to Effective Communication

- Barriers to communication are those factors that can block, filter, or distort the message of communication.
- The major classifications for the barriers to effective communication are: **environmental** and **personal**.
 - **Environmental Barriers** include ineffective listening, lack of enough time, managerial philosophy, and fear of the power and status of the person involved in communication.
 - **Personal Barriers** include individual’s frame of reference or beliefs and values, one’s socioeconomic background and prior experiences status quo, filtering out information that is unpleasant and lack of empathy

Self-Check -11

Written Test

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

1. In order to make effective negotiation the followings should be considered except
 - A. Nonverbal communication
 - B. Selecting relevant words
 - C. Effective communication
 - D. Power
2. Effective communication is important in salary negotiations as well.
 - A. True
 - B. False

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

| | |
|----------------------|--|
| Information Sheet-12 | Opportunities to maintain regular contact with customers |
|----------------------|--|

12 Opportunities to maintain regular contact with customers

12.1 Opportunities for effective Relationship of Business with Customers

- In order to make effective regular contact with customers, the first thing what the business should do is to develop a customer focused policy that takes into account the needs and wants of its customers.
- In addition to a customer focused policy, the followings are different kinds of strategies that the business owners can use to convince their customers and create effective relationship with them;
 - **Claim: State your argument:** (example) I am going to try to convince you that chocolate is a healthy snack.
 - **Research/ Logos:** reliable research can help your argument seem convincing (example) A recent study shows that students who watch TV during the week don't do as well in school.
 - **Big Names:** Important people or experts can make your argument seem more convincing (example) Former U.S president Barak Obama thinks that unwanted food should be taken out of marketing machines
 - **Ethos:** If people believe and trust in you, you are more likely to persuade them Example: Believe me! I have been there before, I am just like you.
 - **Kairos:** try to convince your customer that this good/product is so important. They should act now. This is done by creating urge on them
 - example: this is a onetime offer. You can't get this price after today
 - **Pathos/ Emotive language:** Appeals to the customer's emotion. Demonstrating the quality or power in actual life experience or in literature, music and speech. Example: Give money to our charity in order to save the life of elders' people
 - **Repetition/slogan:** Repeating keywords or phrases (example) Yes we can!! —Yes we can!! —Yes we can!! taken from Obama's presidential campaign.

Self-Check -12

Written Test

Directions: chose the best answer for the following .

- The first thing the business should perform in order to create an effective relationship with its customers is
 - Pathos creation
 - Customer focused policy
 - Identify needs of customers
 - Analyze needs of customers
- Claim: State your argument
 - True
 - False

Note: Satisfactory rating - 2 points

Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Score = _____

Rating: _____

List of Reference Materials

1. Arten Timoshenko & John R. Hauser (June 2018): Identifying customer needs from user-generated content; Masachusetts Institute of technology, E62-584, 77 Masachusetts Aveneue, cambrige, MA 02139 (617)803-5630, England.
2. David w. Gerbing (July 7, 2018): Simple invocing Desktop Database with MS Access 2013/2016; school of Business Administration, portland state university.
3. Durga Ramabhat (March 2018): customer Loyalty in business (Master thesis); centria university of Applied science.
4. Elizavota Baryshnikova (2017): Persuasive techniques used in marketing and advertising based on psychological factors, saimaa university of Applied sciences.
5. Fred C. Luenburg (2010): Communication: The process, barriers, and improving effectiveness, sam Houston state university.
6. Grzegorz Biesok (2017): customer satisfaction-meaning and methods of measuring, warsow, Poland.
7. Lauri Vuorensola (2009): collecting customer satisfaction data with web surveys, Helesinki school of Economics, Finland.
8. Rahim A. Ganiyo (2017); suctomer satisfaction and loyalty; A study of interrelationships and effects in nigerian domestic airline industry, university of lagos, Nigeria.
9. RLI Design Professionals (March, 2016): Five steps to more effective negotiation.
10. Russel Wolak, Stavros Kalafatis and Patricia Horris(1998): An investigation in to four characterstics of services; Kingston business school: journal of empirical generalizations in Marketing science V 3 Kingston Hill, United kingdom.

11. WEB ADDRESSES (PUTTING LINKS

1. <https://git.brl.ac.uk/ECHOS/Pepper-gt-ros-wizarar-interface/tree/hri-2019-effective-persuasion-strategies>
2. <https://git.brl.ac.uk/ECHOS/hri-persuasion-study-analysis/tree/hri-2019-effective-persuasion-strategies>
3. [www. Ema.europa.eu](http://www.ema.europa.eu)
4. <http://www.ripublication.com>
5. <http://swotc.ca>
6. <https://ocw.mit.edu>
7. <https://ocw.mit.edu/terms>
8. <http://hortmgt.gomez.dysm-cornell.edu/marketing-modules.html>