

SECTOR: BUSINESS SERVICES

SUB-SECTOR: BUSINESS SERVICES

RTQF LEVEL 4



BUSBT401 BUSINESS TECHNIQUES

Course outline

Learning unit1 Make a good impression to customers

Learning Outcomes:

1. Make all products/service look nice against to competitors
2. Smile and welcome customer in order to make customer feel comfortable
3. Offer suitable uniqueness in serving customers
4. Keep promises to customers according to their request

Learning unit2Interact with customers

Learning Outcomes:

1. Discuss with customers in order to communicate properly
2. Explain products/services according to their needs
3. Make customers feel comfortable in order to deliver information appropriately

Learning unit3 Implement clear process of operations

Learning Outcomes:

1. Display products price in line with market
2. Record and keep business transactions
3. Pack products/service to customer in line with customer desire

LEARNING UNIT4REVIEW WORK DONE

1. Elaborate work done according to the schedule
2. Compare work done in line with work planned
3. Indicate work that was not done successfully
4. Adjust work not done in line with new guidelines given

LEARNING UNIT1 MAKE A GOOD IMPRESSION TO CUSTOMERS

Learning Outcome 1.1: Make all products/service look nice against to competitors

15 Ways You Can Rise Above the Competition

The old adage, “If you’re not first, you’re last,” couldn’t be further from the truth when it comes to business success.

Being first-to-market may have its advantages, but long-term success is not a race — it’s how you make a product or service better than that of your competitors. “Better” can mean anything from the product or service itself to customer service, pricing, or marketing strategy.

If you’re not the first in your space, how do you rise above the competition and differentiate your company from the other businesses that do the same thing?”

Offer Lower Prices

“This is our company 100 percent. We beat everyone’s price. Nobody can beat us. If you’re looking to differentiate yourself from your larger competitors, you need to cut the price or have a MUCH better service. We decided to cut the price. It’s working well so far!” ~

Focus on One Thing

“If you find your company is not in first place in comparison to your competitors, a method of differentiation is to focus on one aspect of your business product/feature and make it the best in your space. The second step is to market the focused product/feature explaining how it is better than your competition.” ~

Improve Upon Customer Feedback

“Just because a company is first in your space doesn’t mean everything about them is good. Look for what the customers say and keep an eye on finding the strengths and weaknesses in the space. Once you identify the strengths and weaknesses, get creative and innovate, helping you differentiate yourself from the crowd and offer a solution consumers are seeking.” ~

Differentiate at the Strategy Level

“I’m a consultant, and anyone can offer the same types of services. But not everyone can provide the same level of strategic planning I do. There are lots of consultants and some are better than others. What sets the great consultants apart, regardless of their niche, is their strategy. My strength is in strategy and executing the strategy. What’s your strength? That’s your differentiating factor.”

Be Controversial

“Doing what everyone else does is comfortable and ‘safe,’ but stir some controversy and do something drastically different! It takes courage but focus on one thing you think others are doing incorrectly, or not doing at all, and consistently demonstrate how you’re bucking the trend. Then, shout it from the rooftops in all of your marketing and communication.”

Be Deep, Not Broad

“If you’re a second — or third — mover, you’ll be playing catchup to some extent. Instead of trying to match the existing players feature-for-feature, focus on the few most important features and make them obviously and substantially better. You’re going to win over clients not by checking off feature boxes, but by creating a superior experience for the things your users want to do most.” ~

Market Your Individuality

“Your business branding should be focused on showing potential customers how you stand out from similar companies. Emphasize these aspects of your business’s identity and your customers will take note.”

Communicate That “The Battlefield Has Changed”

“In mature or crowded markets, one of the key ways to sell against established competition is by convincing the customer that the landscape has changed. ‘Product A may have met your needs before, but your needs have changed and our product understands that.’ This method is in play everywhere from CPG (Progresso attacks Campbell’s with ‘ready to eat’) to cars (Audi trashes ‘old luxury’) to media.” ~

Create a Niche

“Even if other companies provide the same service or product, you can create a niche by targeting a specific customer group. Decision makers are more likely to purchase the product/service if it is specific to their industry versus general. So, figure out how you can speak directly to one customer group, determine which features/benefits/messages apply to them and communicate directly.”

Make Your Core Values Reflect Something New

“In the business of luxury mattresses, I’m faced with several competitors who produce good, high-quality products for the same market as me. However, I am the only one who emphasizes the green technology that goes into making my products. By planting a stake in the ground in advocating for environmental protection, I make my values known to my customers and stand out from the crowd.” ~

Emphasize Your Unique Strengths

“For our company, we lean on four differentiators. First, we promote our unique investment thesis and our superior customer service, including response time to inquiries. We also have a unique business model that differentiates us from other companies. And finally, it’s important for us to show that we are investing and more than just a manager.”

Clearly Define Your Added Value

“Think of yourself as a potential client. What would make you choose your company over your competitors? How is your business relevant to your market, and where does it stand out compared to the current players? Do some research on your market and industry trends, and use this information to determine your added value. That will be your competitive advantage.”

Look Into Other Industry Leaders

“It can be extremely helpful to look into other industries than your own and see what their leaders are doing when trying to differentiate. Even if you are not in tech, you can still look at Apple’s business plan and marketing strategies and utilize them in your own way. Looking into other industry leaders may open your mind outside of the ‘box’ of what your competition is already doing.”

Define Your Purpose

“You know what you do, now figure out *why* you do it. This ‘purpose statement’ transcends industry, creates company culture and defines your brand. How can you infuse this into the everyday behavior of your employees, your customers and the public? Look at Zappos, Tesla,

Focus on Quality of Process

“You can really beat your competition by making it easier to do business with you than with them. Consider things like their refund policy, satisfaction guarantees or any other barriers to doing business that they have in place. Check reviews to verify if those barriers are a pain point with consumers, and if they are, streamline or remove them in your own company.”

Marketing also includes ongoing promotions, which can include advertising, public relations, sales and customer **service**. Various methods of **market** research are used to find out information about markets, target markets and their needs, competitors, **market** trends, customer satisfaction with **products** and **services**, etc.

- Definition of the following terms:
 - Competition
 - Competitors
 - Products
 - Service

Competition

Is the activity or condition of striving to gain or win something by defeating or establishing superiority over others.

Competitor

a person who takes part in a sporting contest.

Product

a **product** is anything that can be offered to a market that might satisfy a want or need. In retailing, **products** are called merchandise. In manufacturing, **products** are bought as raw materials and sold as finished goods. A service is another common **product** type

Service

. a system supplying a public need such as transport, communications, or utilities such as electricity and water.

Innovation in product and service creation

Product Innovation Defined

Product/service innovation is the result of bringing to life a new way to solve the customer's problem – through a new product or service development – that benefits both the customer and the sponsoring company.¹

Learning Outcome 1.2: Smile and welcome customer in order to make customer feel comfortable

1.2.1 Introduction on effective communication

What is Effective Communication?

Every time you want to communicate meaningfully, you should first consider the two important elements: the audience and the goal. You should clearly define both within the context of your communication. The reason is that different audiences require different approaches in order to get them to the desired goals.

The purpose of the communication is to get the audience to the desired goal, where the goal can mean to inform, persuade, explain, or to get the audience to take action. Your goal could also be to make them laugh, cry ... But for scientific communication, this is generally not the case. If

you manage to bring your audience to the desired goal, you can call that communication successful

Effective communication

At Seyens, we consider the communication to be effective if the audience reaches the goal intuitively, effortlessly. This means that when they are absorbing your communication, they don't have to think about the method you are using, but only about the message.

When to make sure you communicate effectively?

Most of the communication we do in our everyday lives is quite *successful*. We know to modify our behavior, vary our method/approach if we start to see we aren't getting our messages through. However, for the communication to be *effective*, more effort has to be invested first into acquiring the principles and later into preparing and delivering our messages each and every time.

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1.2.2 Identification of culture diversity

What does it mean to be “culturally diverse”?

The term “culturally diverse” is often used interchangeably with the concept of “multiculturalism.” Multiculturalism is defined as:

*“...a system of beliefs and behaviors that **recognizes and respects** the presence of all diverse groups in an organization or society, **acknowledges and values** their socio-cultural differences,*

*and encourages and enables their continued contribution within an inclusive cultural context which empowers all within the organization or society.*⁴

1.2.3 Methods used during the welcoming customer in organization

1) Smile in Person

The number one thing you can do to make clients feel welcome is smile. Even if you are stressed out, distracted or upset, put a smile on your face when clients come in. Putting the client's needs ahead of your personal concerns is the hallmark of a true professional.

2) Smile on the Phone

It is often said that people can hear a smile on the phone. Positive energy is transmitted through your tone, inflection and rate of speech. Studies show that your mood elevates and your willingness to be helpful increases when you smile on the phone.

3) Office Appearance

First impressions are lasting and therefore critical. An attractive and neat reception area not only lets clients know that their comfort is a top priority, but that you are operating an efficient organization that they can trust with their business. A messy environment announces to others that you don't care, which is not an attitude that will win anyone over.

4) Greet your Clients

Acknowledge clients as soon as they walk in the door. If you can, address them by name. If you are on the phone or busy with another client, make eye contact and smile. As soon as you are able, greet them verbally with a high-energy handshake and a smile.

5) Take a Genuine Interest in your Clients

In his book "Swim with the Sharks", Harvey MacKay discusses the value of knowing little things about your customer that make him or her special. Find out the name of your client's spouse and children. Ask about them by name. What activities does your client enjoy? If your client tells you he's about to run his first 5K, ask him about it the next time you see him

6) Eliminate Distractions

Distractions such as ringing phones or interruptions from other employees can be annoying to a client. Find a quiet and private area for meetings and ask not to be disturbed.

7) Give your Employees a Break(room)

Designate a private area for employee breaks. Do not allow them to huddle near the entrance, smoking cigarettes and sharing gossip. Offering your staff the same courtesies that you extend to your clients helps create satisfied employees who are willing to go the extra mile for your clients.

8) Create an Electronic Welcome

If you don't have a brick-and-mortar store, but instead own a web-based business, you can still make customers feel welcome when they come to your website. When visitors sign up at your

site by leaving their email addresses, send a welcome email. Thank them for coming to your web page and explain what services or products you offer. Then invite them to come back to see you.

9)Keep Communicating

Once you've given your new client a proper welcome, be sure that you communicate with them regularly. Reply to each and every email in a timely manner and address each client by name. You may want to send a monthly or quarterly newsletter, announcements about events in your community, or technical tips. Invite client feedback by placing a survey link at the end of an article or blog post. Allow clients to comment on blog posts, and when they do, acknowledge them. In the reply, always remember to thank the guests for their comment. Their time is valuable, and showing your appreciation can make them want to come back. Another place to keep the conversation going is on social media. Let your clients know that you are paying attention to their concerns and that their opinion counts.

10)Say "Thank You"

Thank each and every client at the end of a transaction or communication. Let them know you value their business and that you want to see them again. They will be more likely to return, assured that their business is appreciated.

In short, follow the golden rule, "*treat your clients like you would like to be treated*". Be courteous and gracious and put the client first. Oh, and stop reading your texts during a client meeting.

1.2.4Role of customer in achievement of organization goals

- **Source of Information and Ideas** - Satisfying the needs of customers requires organizations maintain close contact with them. Marketers can get close to customers by conducting marketing research (e.g., surveys) and other feedback methods (e.g., website comments forms) that encourage customers to share their thoughts and feelings. With this information marketers are able to learn what people think of their present marketing efforts and receive suggestions for making improvements. For instance, research and feedback methods can offer marketers insight into new products and services sought by their customers.
- **Affects Activities Throughout Organization** - For most organizations customers not only affect decisions made by the marketing team but they are the key driver for decisions made

throughout the organization. For example, customer's reaction to the design of a product may affect the type of raw materials used in the product manufacturing process. With customers impacting such a significant portion of a company, creating an environment geared to locating, understanding and satisfying customers is imperative.

- **Needed to Sustain the Organization** - Finally, customers are the reason an organization is in business. Without customers or the potential to attract customers, a company is not viable. Consequently, customers are not only key to revenue and profits they are also key to creating and maintaining jobs within the organization.

Learning Outcome 1.3: Offer suitable uniqueness in serving customers

1.3.1 Introduction on uniqueness in serving customers

uniqueness

1. the quality of being the only one of its kind.
"
 - the quality of being particularly remarkable, special, or unusual.

unique selling proposition (USP) is a well-thought-out statement that helps a company distinguish itself from other businesses in its category.

Seven Potential Traits for Your USP

Convenience: is the state of being able to proceed with something without difficulty.

Easy in, easy out. Customers love how easy it is to buy your product or use your service. In the competitive world of pizza delivery, Domino's chose to focus on delivering their pizzas in 30 minutes or less.

Reliability/Dependability: is the quality of being trustworthy or of performing consistently well.

Your product or service never fails. According to the Bob Seger song, Chevy trucks are all tough "like a rock."

Quality:the standard of something as measured against other things of a similar kind; the degree of excellence of something.

Your product is luxurious. Your service is top notch. When customers describe your company, they speak in superlatives.

Superior Customer Service:

You are always there for your customers. You give them peace of mind. They know they can count on you and your staff.

Creativity:is a phenomenon whereby something new and somehow valuable is formed

Your product or service inspires people to think outside the box.

Offbeat Humor:comply with the wishes of (someone) in order to keep them content, however unreasonable such wishes might be.

Re: offbeat humor

Unusual and strange and therefore surprising or noticeable

Some companies use humor or reverse psychology as their unique selling proposition.

Reverse psychology is a technique involving the advocacy of a belief or behavior that is opposite to the one desired, with the expectation that this approach will encourage the subject of the persuasion to do what actually is desired: the opposite of what is suggested.

Emotion:a strong feeling deriving from one's circumstances, mood, or relationships with others.

Does your product or service spark certain emotions in people? If you made a purchase from De Beers, it's because you know that "a diamond is forever." Delta promises that you will "love the way we fly."

1.3.2 Characteristics of quality service

- Knowledge of the Product.
- Empathy.the ability to understand and share the feelings of another.
- Customer Focus.

- Patience & Flexibility.
Language skills.

1.3.3 Facilities in service delivery

1. Respond as quickly as possible

One of the biggest factors in good customer service is speed, especially when a client is requesting something that's time sensitive.

2. Know your customers

Great interactions begin with knowing your customers wants and needs. Customers love personalization. Get to know your customers, remember their names and previous conversations. If needed, make a note of what was discussed previously so you can refer to it the next time you meet.

3. Fix your mistakes

Not taking responsibility of your mistakes is a sure fire way to getting a bad reputation. Transparency is important in business and customer service is no different. Always strive for a high quality output as it shows you have a high level of standards.

4. Go the extra mile

go the extra mile
is to make a special effort to achieve something.

Going the extra mile will not only result in an indebted and happy customer, it can also go a long way in terms of keeping yourself on their radar for future business.

5. Think long term – A customer is for life

Think long term when dealing with customers. By keeping customers happy, they will be loyal and through word of mouth, will do the marketing for you.

Learning Outcome 1.4: Keep promises to customers according to their request

1.4.1 How to keep promises to customers according to their request.

1. **You understand the request.** If you don't understand the conditions of satisfaction (including time), then you cannot expect to fulfill them. You are signing a contract that you haven't read.

2. **You have a robust plan.** It derives from the Latin robustus , **meaning** "strength." If your plan can be derailed by likely contingencies, then you cannot expect it to withstand their impact. You are hoping for the best, but not preparing for the worst.

3. **You have the necessary skills and resources.** If you don't have the required skills and resources, then you cannot expect to finish the job. You are writing a fraudulent check with no funds in your account.

Know When to Tell a Customer No

Knowing when to tell a customer no is just as important as knowing why you're doing it. Tell a customer no when:

- **You can't honor the same request for all customers.** If a customer asks for a perk or discount that you can't honor for other customers, then it's best to say no. You don't want the news getting around that your company practices aren't fair.

- **The customer threatened your physical or emotional safety.** While you may be a pro at dealing with angry customers, it isn't good to positively respond to any sort of threat as it will reinforce this terrible behavior.
- **They ask for something that goes against company policy.** Sometimes customers want discounts or free products that you aren't licensed to give them. Don't "break the rules just this once."

1.4.2 Recording of customers queries and complaint

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Complaints Record Form

(To be completed by the person receiving the complaint)

Date of Complaint:

.....

Complaint received by:.....

.....

Complaint made via:

Telephone

Letter (attached)

In person

Other.....

.....

Subject of Complaint:.....

.....

.....

Brokered Service Details: (if required)

.....

.....

.....

Details of the complaint should be written on the next page. If there is insufficient space, attach extra sheets.

Information to be given to the Person making the Complaint:

- Reassure the carer/ carer recipient/ advocate that all complaints are treated confidentially and that they will not experience any loss of support or service because they have made a complaint.
- Explain the complaints procedure.

1.4.3 Regular review of customers queries and complaints

A customer complaint highlights a problem, whether that's a problem with your product, employees or internal processes, and by hearing these problems directly from your customers, you can investigate and improve to prevent further complaints in the future.

Furthermore, research finds that customers' whose complaints are handled quickly can often turn into loyal customers and even brand advocates.

Simply put, **a customer complaint can become very profitable** when you can resolve their problem.

1.4.4 The role of keeping promises customer

It would be safe to say that keeping promises to customers should underlie everything that a company does, and is at the core of customer service excellence. Customers understand that there would be service lapses and problems. Customers are ready to forgive if they know that the company tried its best, and that it would do anything to make amends. Customers must perceive effort and commitment from the company in keeping its promises to them. Breaking promises to customers is a sure shot way of driving them away, and ensuring that they never come back. We know that customers become profitable and loyal for companies that they like and trust and these

feelings come about only when a company is able to do everything it said it would do at the start of the association Interact with customers

LEARNING UNIT 2: INTERACT WITH CUSTOMERS

- **Learning Outcome 2.1:Discuss with customers in order to communicate properly**
- **Introduction on proper communication**

Effective **communication** is defined as verbal speech or other methods of relaying information that get a point across. An example of effective **communication** is when you talk in clear and simple terms.

- Defining key terms:

- ✓ communication

communication

the imparting or exchanging of information by speaking, writing, or using some other medium.

Types of communication

- ✓ Internal communication
- ✓ External communication

1. Internal communication

Internal communication is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization.

2.External communication

External communication is the transmission of information between a business and another person or entity in the company's **external** environment. Examples of these people and entities include customers, potential customers, suppliers, investors, shareholders, and society at large.

- **advantages of communication with customers for organization**

- ❖ **benefits of communicating with customers**

1.REGULAR COMMUNICATION MAKES CHANGE EASIER. As IBM experienced, market changes can be rough and the survivors are those companies who learn to adapt quickly to these changes. Customers will be more inclined to stay with the company they trust when changes in the market occur. Trust is built up through regular communication and can help ease existing customers through these changes by making them appear less dramatic.

- ❖ **2.CUSTOMERS CAN BE A SOURCE FOR NEW IDEAS.** Good communication works both ways. It is important to allow customers to express their views on your products or services and to make suggestions about what improvements can be made. This 'feedback' could reveal some common feelings among large numbers of customers and imply that some modifications need to be made. Customers who see that you are acting on their comments will feel valued and continue to communicate in this constructive way.

- ❖ **3.LISTENING TO CUSTOMERS' NEEDS HELPS COMPANIES TAILOR AND IMPROVE THEIR PRODUCTS AND SERVICES.** Working together with your customers enables you to develop services that are tailored to their specific needs. Why impose products or services on a customer when ones can be developed which suit the customer better? Each customer is an individual and consequently has individual needs. Since 2002 the IBM services industry, its main division, often 'co-creates' products with customers.

- ❖ **4.GOOD REPUTATIONS ARE SPREAD JUST LIKE BAD ONES.** Customers who feel valued by regular contact with a company will probably talk about this manufacturer, distributor or service provider to people they know. This marketing is extremely

important as it is based on genuine personal experience. Personal referrals and recommendations can be worth just as much as the best written brochures and websites.

❖ **COMMUNICATION SKILLS TRAINING**

Excellent communication skills don't come naturally to everyone. This is why smart organisations invest in Communication Skills training programmes to ensure that their customer facing employees are able to talk and listen to their clients helping them to build more effective relationships.

❖ **impact of poor communication on organization**

In workplaces poor communication is a serious problem and can be costly to an organization. The impact can be devastating to the parties involved. Some of the results include: Loss of business, customers, products, goods, services, employee turnover, loss of productivity, absenteeism, sabotage, injury and accidents, sick leave and so on.

Learning Outcome 2.2: Explain products/services according to their needs

- **Introduction on marketing of product/service**
- What is marketing of a product or service?

Price, **product**, promotion, place, People, Process, Physical evidence) A **product** is tangible, which means the customer can touch and see the **product** before deciding to make a purchase. Items such as packaging and presentation may compel a customer to purchase a **product**

- What is marketing of a product or service strategies

The **marketing** mix is the set of controllable, tactical **marketing** tools that a company uses to produce a desired response from its target **market**. It consists of everything that a company can do to influence demand for its **product**. It is also a tool to help **marketing** planning and execution

- The keys of marketing strategies
 - Product
 - Price
 - Promotion

□ Place

- **Communication channels**

Communication channels refer to the way this information flows within the organization. In this web known as **communication**, a manager becomes a link. Instructions or decisions flow upwards, downwards or sideways, depending on the position of the manager in the **communication** web.

types of Communication

There are three types of communication, including: **Verbal communication** is the use of sounds and words to express yourself, and **Nonverbal communication** is the process of sending and receiving messages without using words, **body language**. is a type of nonverbal communication in which physical behaviors, as opposed to words, are used to express or convey information. Let's start with verbal communication, which is the most common form of communication.

- **Impact of marketing strategies on customer service**

Customer Satisfaction It's a big success for a company if it caters to its consumers very well. Customer Satisfaction is another factor on which the whole sole success of a company depends on. A company should always have a good marketing strategy that would be beneficial for the consumers. The impact of Marketing Strategies on Customer and Long Term Growth 295 required to make the product better. Every different regions of the world require different market strategy as the cultural diversity is

Learning Outcome 2.3: Make customers feel comfortable in order to deliver information appropriately

- **Introduction to business communication**

Business communication is information sharing between people within and outside an organization that is performed for the commercial benefit of the organization. It can also be defined as relaying of information within a **business** by its people

- **Advantages of business communication**

Business communication can take many forms, written and verbal. It can be between managers and employees within a company, or between a company and its customers,

partners or suppliers. The purpose of business communication also varies, but it should always benefit your business. When carried out effectively, business communication can build your company's reputation, resolve and prevent conflicts, and contribute to strong relationships between your company, its customers and the business community.

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- **Motivate Team**

Good communication within an organization can help foster cooperation between members of management and the employees they oversee. When giving instructions, planning a project or explaining a change in policy, it's important to convey the reasons behind a request or decision. Such consideration helps to promote understanding and build trust between you and your employees

- **Identification of communication barriers**
 - Language difference
 - emotions
 - Inattention
 - Information overload
- **Building customer relationships**

Here are six tactics to assist you in building customer relationships:

1. Communicate like a human-being

Sometimes, when I'm speaking to a glassy-eyed, toneless customer service representative, I can't believe the Japanese have finally succeeded at making robots look so human.

2. Learn about your customer

Building customer relationships is much like building rapport as a salesperson. Just like a good salesperson, you need to know your customer. You must remember the client's name, their needs and wants, what kind of dog they own and so forth.

The key to learning about your customer is to continue the conversation after the transaction. After the sale, do a little research on them. Connect on LinkedIn, find commonalities within your industries, connections, job roles and more. Start thinking about ways you can add value to them, whether that be through referrals, forwarding blog posts or offering training sessions.

3. Live for customer complaints

Negative feedback and customer complaints give you the opportunity to hear what your customers really think about your service. Complaints help you improve your service, give you a chance to redeem yourself and, keep potentially toxic reviews from hitting social media.

4. Stay in regular contact with customers

The key to building customer relationships is to keep your eye on the ball. Every interaction with a customer should be treated as an opportunity to monitor and build that relationship.

5. Build trust with customers

Whether you have a committed, rewarding relationship with your wife, girlfriend, dog or hamster, by now you've had loads of practice at building trust. A customer's trust and commitment is built in the same manner.

6. Practice inbound marketing

Traditional 'Outbound Marketing' has focused on going to where customers live and interrupting their day to show them your products and services (i.e. TV ads, blanket emails). When you practice Inbound Marketing, customers come to you. It's commonly known as 'pull-marketing' as opposed to 'push-marketing' and is a great tactic to help with building customer relationships.

- **Techniques to build customer relationship**

Here are five essential tactics:

1. Build your network--it's your sales lifeline. Your network includes business colleagues, professional acquaintances, prospective and existing customers, partners, suppliers, contractors and association members, as well as family, friends and people you meet at school, church and in your community.

Contacts are potential customers waiting for you to connect with their needs. How do you turn networks of contacts into customers? Not by hoping they'll remember meeting you six months ago at that networking event. Networking is a long-term investment. Do it right by adding value to the relationship, and that contact you just made can really pay off. Communicate like your business's life depends on it. (Hint: And it does! Read on.)

2. Communication is a contact sport, so do it early and often. Relationships have a short shelf life. No matter how charming, enthusiastic or persuasive you are, no one will

likely remember you from a business card or a one-time meeting. One of the biggest mistakes people make is that they come home from networking events and fail to follow up. Make the connection immediately.

3. E-mail marketing keeps relationships strong on a shoestring budget. Build your reputation as an expert by giving away some free insight. You have interesting things to say! An easy way to communicate is with a brief e-mail newsletter that shows prospects why they should buy from you.

4. Reward loyal customers, and they'll reward you. According to global management consulting firm Bain and Co., a 5 percent increase in retention yields profit increases of 25 to 100 percent

5. Loyal customers are your best salespeople. So spend the time to build your network and do the follow-up. Today there are cost effective tools, like e-mail marketing, that make this easy

. LEARNING UNIT3.. IMPLEMENT CLEAR PROCESS OF OPERATIONS

Learning Outcome 3.1: Display products price in line with market

- **Introduction on products price**

How do you price a product?

Know the market. You need to find out how much customers will pay, as well as how much competitors charge

- **Define terms**

- Price
- Market

Price: is the value that is put to a **product** or service in term of money.

Market: A market is one of the many varieties of systems, institutions, procedures, social relations and infrastructures whereby parties engage in exchange.

- **Price determination process**

Price determination in the market

Prices are determined through different mechanisms in the market . basically ,they are determined through : Treaties and agreements , Auctioning ,Bargaining, Price leadership, resale price maintenance and demand and supply.

TREATIES AND AGREEMENTS

Buyers and sellers may make formal agreements and formally set a price at which to buy or sell a given product.

AUCTIONING

It is a method of selling by which many buyers compete for a product. Normally ,the buyer offering the highest price takes it.

BARGAINING/HAGGLING:

The buyer and seller bargain the price until they reach a price agreeable to both parties. This is very common in the open food markets

PRICE LEADERSHIP

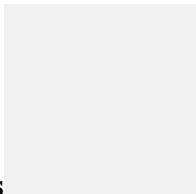
This is a situation in which a market leader sets a price of a product and the competitors feel compelled to match that price

RESALE PRICE MAINTENANCE

In this case , the producer of the product sets a price at which retailers sell the product. An example are newspapers where by the price is set by the producer.

Learning Outcome 3.2: Record and keep business transactions

- **Introduction on business transactions**



transactions

is an instance of buying or selling something

- **The**
- **Defining key terms**

- Recording
- Keeping

- **Recording**

If you **record** a piece of information or an event, you write it down, photograph it.

. **Keeping** is the action or fact of owning, maintaining, or protecting something.

- **documents use to record business transactions**

While some business owners prefer manual record keeping systems, most businesses use an electronic record keeping system - making it easier to capture information, generate reports and meet tax and legal reporting requirements.

There are a number of issues you should consider when setting up an electronic or manual record keeping system, as each has certain advantages and limitations.

Electronic record keeping

Most businesses use accounting software programs to simplify electronic record keeping, and produce meaningful reports. There are many other advantages to using electronic record keeping, as listed below.

Advantages

- Helps you record business transactions, including income and expenses, payments to workers, and stock and asset details.
- Efficient way to keep financial records and requires less storage space.
- Provides the option of recording a sale when you raise an invoice, not when you receive a cash payment from a client.
- Easy to generate orders, invoices, debtor reports, financial statements, employee pay records, inventory reports.
- Automatically tallies amounts and provides reporting functions.
- Keeps up with the latest tax rates, tax laws and rulings.
- Many accounting programs have facilities to email invoices to clients, orders to suppliers, or BAS returns to the Australian Taxation Office.
- Allows you to back up records and keep them in a safe place in case of fire or theft.

Manual record keeping

Some business owners may want to use a simple, paper-based record keeping system. There are certain advantages to using manual record keeping, as listed below.

Advantages

- Less expensive to set up.
- Correcting entries may be easier with manual systems, as opposed to computerised ones that can leave complicated audit trails.
- The risk of corrupted data is much less.

- Data loss is less of a risk, particularly if records are stored in a fire-proof environment.
- Problems with duplicate copies of the same records are generally avoided.
- The process is simplified as you don't need to be familiar with how accounting software calculates and treats your information.

others with whom they do business. Transactions can be very simple, like buying a newspaper, or extremely complex, taking a long time and involving many companies or agencies. New technologies and management approaches are developing around the management of business transactions.

- **The system used to record business transaction**

✓ **Single entry system**

Double entry system

Transactions are first recorded in the **books of prime entry** and then recorded on the **ledger system**.

A **prime entry record** (or book of prime entry) is where a transaction is first recorded.

These records consist of:

- The **cash book**: this records amounts paid into and out of the bank account

The **petty cash book**: this records small amounts of cash paid for day to day expenses, such as buying postage stamps and teas or coffee for the office petty cash

Is an accessible store of money kept by an organization for expenditure on small items.

- .The **sales day book**: sales invoices issued to credit customers
- The **purchases day book**: purchase invoices received from suppliers
- The **journal**: where adjustments, such as correcting errors, are first recorded.

Some businesses also have sales returns and purchases returns day books.

The books of prime entry serve to 'capture' transactions as soon as possible so that they are not subsequently lost or forgotten about.

The cash book and the petty cash book are part of the double entry system and record cash coming in and going out.

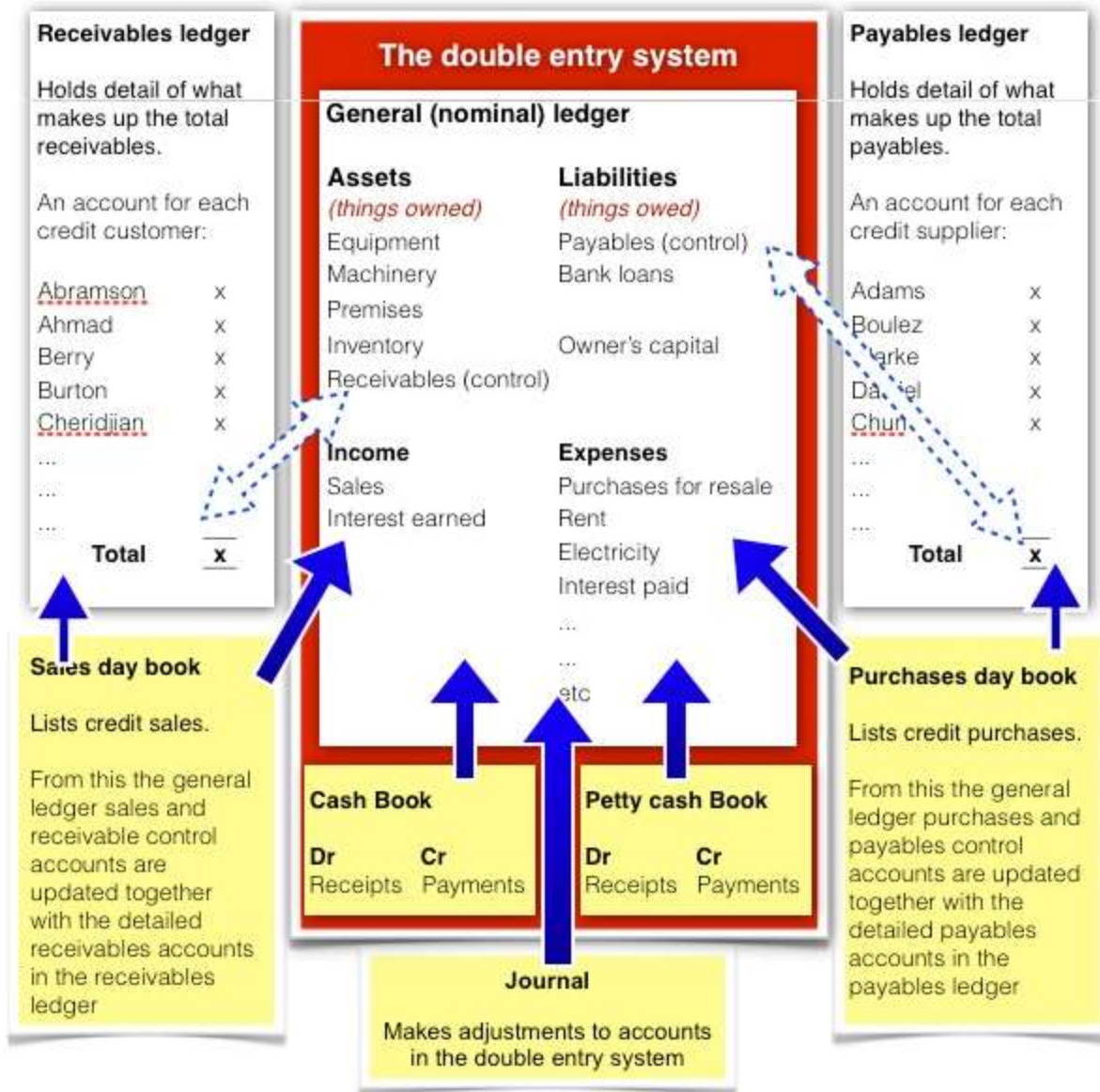
The day books and journal are not part of the ledger (double entry) system, and entries are made from there to the ledgers.

The word 'ledger' means a book. In accounting systems there are usually three ledgers:

- The **general or nominal ledger**, which records amounts such as wages, sales, purchases, sales, electricity, travel, advertising, rent, insurance, repairs, receivables, payables and non-current assets. The cash and bank accounts are technically part of this ledger but are usually physically kept in a separate book because cash and bank transactions are so numerous.
- The **payables ledger** (also known as the creditors' ledger and sometime the purchase ledger). Although the total amount owed to suppliers is recorded in the general ledger, details of exactly what is owed to whom are also recorded in the payables ledger. There is a separate account for each supplier. The sum of the amounts owing in this ledger should agree with the payables balance in the general ledger.
- The **receivables ledger** (also known as the debtors' ledger and sometimes the sales ledger). Although the total amount owed by customers is recorded in the general ledger, details of exactly what is owed from whom are also recorded in the receivables ledger. There is a separate account for each credit customer. The sum of the amounts owing in this ledger should agree with the receivables balance in the general ledger.

The accounting system in diagrammatic form

The accounting system can be depicted as follows:



The double entry system consists of the general ledger, the cash book and the petty cash book.

The receivables and payables ledgers provide details of the total receivables and payables that are recorded in the nominal ledger.

The books of prime entry are the cash book, the petty cash book, the sales day book, the purchases day book and

The tools for keeping business transaction

- ✓ Hardcopy
- Soft

Advantages of keeping and recording business transaction

Helps you **record business transactions**, including income and expenses, payments to workers, and stock and asset details. Efficient way to **keep financial records** and requires less storage space

Learning Outcome 3.3: Pack products/service to customer in line with customer desire

- **Introduction on products and service packaging**

- packaging**

- is materials used to wrap or protect goods

- steps for deciding on a packaging:**

- 1. A first good step is to do a market survey: look at what your competitors are doing (materials, shapes, colors)
 2. Then, choose a type of packaging (and keep in mind there will be changes)
 3. Find a local packaging supplier for a test on small quantities.

Package : put into a box or wrapping for sale or transport.

- ❖ **Advantages of good packaging**

It can help prevent damage during storage and even transportation. Luxury **packaging** also prevents foreign object to get thru to the product. Luxury **packaging** does not only attract customers but also it gives the costumer information about the value of the product and the **benefits** you will gain from the product.

- **The rules of product packaging**

- low cost
- protective
- attractive
- regulations compliant

Regulatory **compliance** is an organization's adherence to laws, **regulations**, guidelines and specifications relevant to its business. Violations of regulatory **compliance regulations** often result in legal punishment, including federal fines

compliant.

disposed to agree with others or obey rules, especially to an excessive degree; acquiescent.

LEARNING UNIT4 REVIEW WORK DONE

Learning Outcome 4.1: Elaborate work done according to the schedule

Introduction on elaboration of the work schedule

Schedule

A plan for carrying out a process or procedure, giving lists of intended events and times.

- **Define terms**

- Work
- Schedule

Work: **an activity, such as a job, that a person uses physical or mental effort to do, usually for money:**

- **The structure of work schedule**

1	Task	Responsible	Status	Year 1													
				1	2	3	4	5	6	7	8	9	10	11	12		
3	Baseline survey																
4	Design survey	Program Manager	Complete	█	█												
5	Recruit data collectors	Program Manager	Complete			█	█	█	█	█							
6	Collect data	Field Officers	Complete							█	█	█	█	█	█		
7	Enter data	Admin Team	In progress														
8	Analyse data	Technical Advisor	Overdue														
9	Write report	Technical Advisor	Overdue														
10	Recruitment and training																
11	Recruit peer educators	Training Manager	In progress														
12	Training - HIV	Trainers	Not started														
13	Training - Family planning	Trainers	Not started														
14	Training - Nutrition	Trainers	Not started														
15	Training - Gender based violence	Trainers	Not started														
16	Training - Vaccinations	Trainers	Not started														
17	Training - Gender based violence	Trainers	Not started														
18	Training - TB	Trainers	Not started														
19	Training - WASH	Trainers	Not started														
20	Stakeholder engagement																
21	Orientation meeting	Program Manager	Not started														
22	Quarterly meetings	Program Manager	Not started														
23	Newsletter updates	Program Manager	Not started														

Work plan sample

Learning Outcome 4.3: Indicate work that was not done successfully

- **Indicators of work that was not done successfully**
 - Objectives not achieved
 - Pending work
 - Complain

- **The impact of work that was not done successfully**

Presence of disorder in company
Lack of job

Loss of company
Low productivity
Low income

Learning Outcome 4.4: Adjust work not done in line with new guidelines given

Identification of work not done

Define terms
 Adjustment
 Guidelines

Adjustment : a small alteration or movement made to achieve a desired fit, appearance, or result.

Employee Hours Adjustment Form

Time Sheet change Special Check

Company: _____ **Dept. #:** _____

Employee: _____ **Employee ID#:** _____

Enter the **original HOURS and DATES** recorded:

	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Total
Dates								Hours
No. of Hours								

Enter the corrected HOURS and DATES:

Guidelines

Is a general rule, principle, or piece of advice

- **The purpose of adjustment of work was not done**

Reasonable adjustments in employment

Reasonable adjustments are changes to the work environment that allow people with disability to work safely and productively. Under the *Equal Opportunity Act 2010*, 'disability' includes:

- physical, psychological or neurological disease or disorder
- illness, whether temporary or permanent
- injury, including work-related injuries.

The law protects people who have had a disability in the past and those who may have a disability in the future. For example, someone may have a genetic predisposition to a particular condition.