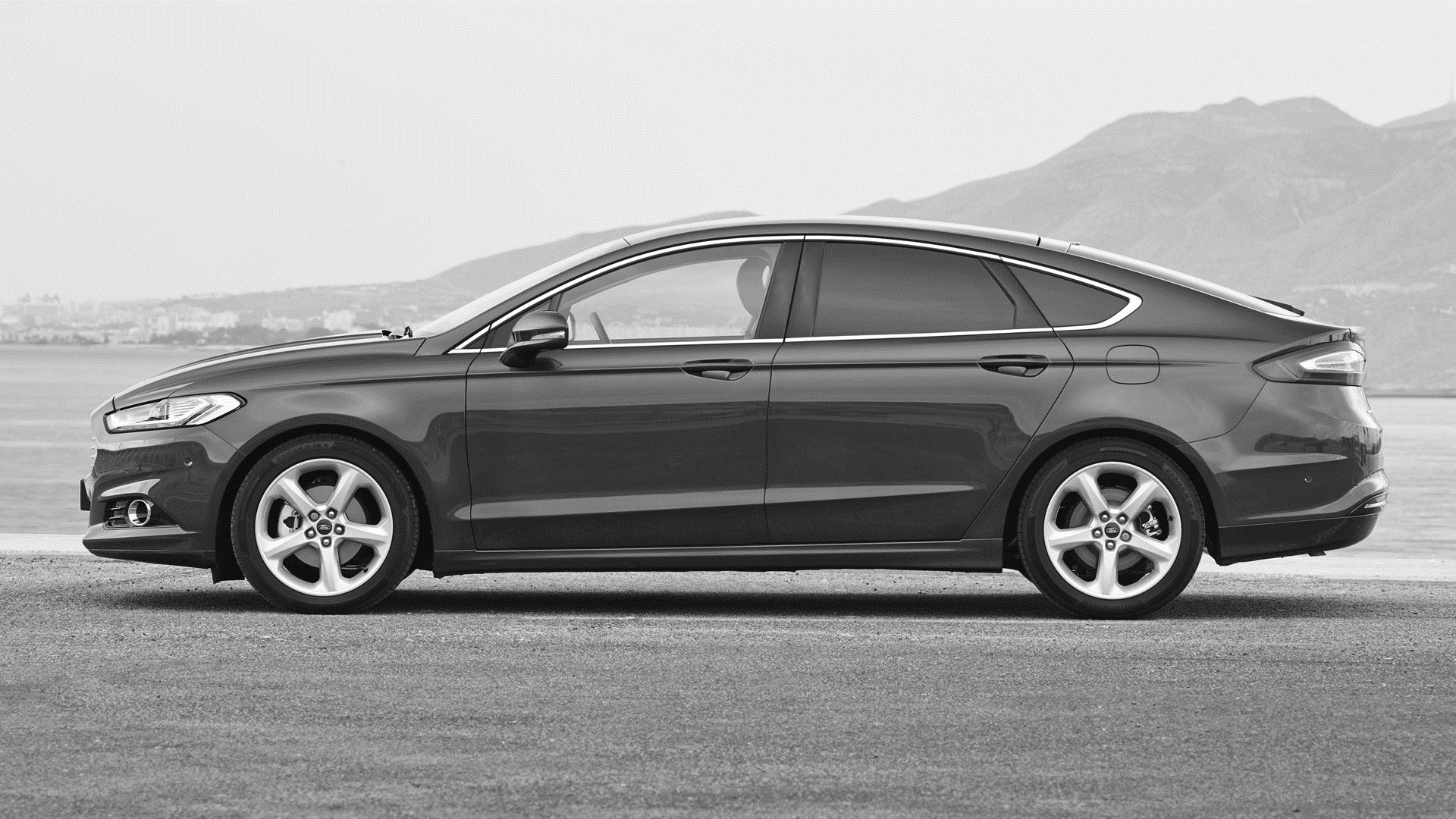
Car sales Cleudo

Lesson plan guide

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| Title | Car Sales Executive Cluedo | |
| Aims | For learners to have an understanding of what a car salespersons’ role involves.  To explain ‘selling cycles’ to learners | |
| Outcomes | For each learner to better understand how important it is for a sales person to have the following set of skills:   * be able to read, understand, sort, process information, work as part of a team and be able to communicate effectively.   Learners will also understand the ‘selling cycle’ | |
| Resources | * Employer from the automotive sales sector if possible * Customer sheets * Evaluation sheets * Car feature sheets * Feature ad benefit sheets * Winners’ prizes | |
| Time Required | 50mins | |
| Introduction | 5mins | Introduce session and outline what learners will go away with  Ask learners to identify ground rules for the session |
| Activity 1 | 10mins | What a sales person does:   * Introductions * Hands up who likes reading / writing? * Go round the room – what’s your favourite subject? * Does anyone know a car sales executive? Or anyone ion the motor trade? * What qualities do you think a care sales executive needs? * Lead conversation towards good communication, reading, writing and maths * Today we are going to show you how the English you learn in the classroom is used in the role of a car sales executive   The Selling Cycle:  Talk through the selling cycle including features and benefits:   1. Contacting 2. Questioning / listening to the customers’ needs and wants 3. ‘Close’ the sale, secure decision of the customer to buy 4. Handover vehicle professionally 5. Follow up to endure customer satisfaction |
| Activity 2 | 10mins | * Talk through with learners what makes a good sales executive and a bad sales executive * An additional option for this activity is to role play examples of a good and bad sales exec i.e. bad sales exec talks about how fast /sporty/cool the car is to an older person who will not drive more than 2 miles at a weekend, good sales person establishes a rapport and finds out what the person wants before selling them an appropriate vehicle. * Watch the short video on sales advisor roles <http://www.autocity.org.uk/world-of-work?job=18> |
| Activity 3 | 10mins | Feature and Benefits   * Divide the class into teams * Hand out the customer profiles and vehicle data sheets to the teams   OR   * If possible take the learners outside to examine 3 cars * Working in teams examine the customer profiles and the data sheets of the vehicles available * On the sheets complete a list of features and benefits your customer would consider important |
| Activity 4 | 10mins | The teams then try to sell the cars to their customers or the other learners in a role play format and to enthusiastically present those features and benefits to secure a sale. |
| Conclusion | 5mins | Add up the marks form the evaluation sheets and compare the scores.  Group discussion on what they have found out and learnt.  Ask learners if there are any questions and check understanding. |

Example : Martins Mondeo

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| --- | --- |
| Features | Benefits |
| Automatic gearbox | Only needs one foot to drive and easier in traffic |
| Hatchback – folding seats | Lots of luggage space |
| Voice control | Safety and also a very good gadget |
| Smart modern design | Looks professional |
| Cruise control | Less likely to speed and makes long journeys easier |
| High speed wipers | Safety feature, good if you drive a lot ion the rain |
| Sophisticated airbags | Safety and peace of mind |
| Heated front screen | Safety and very convenient so can get out quickly in cold mornings |



Other possible vehicles could include…

|  |  |
| --- | --- |
| Features | Benefits |
| 4 wheel drive | Good for off-roading |
| Tow bar | For towing things |
| Good size boot | For dog, golf clubs, scuba gear |
| Built in sat nav | Good for those who travel a lot |
| Light steering | Makes parking and manoeuvring easier |
| Parking sensors | Makes parking easier |
| Alloy wheels | Looks good and you can’t lose them like hubcaps |
| CD/MPS player | Can plug in ipod or mp3 player into the car |
| Heated seats | Great in cold weather |
| Convertible | Looks good and great in summer |
| Diesel | More economical on long journeys |

Your car specification sheet

|  |  |
| --- | --- |
| Team name |  |
| Group |  |
| Name of customer |  |
| Name and make of chosen vehicle |  |

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| --- | --- |
| *Features* | *Benefits* |
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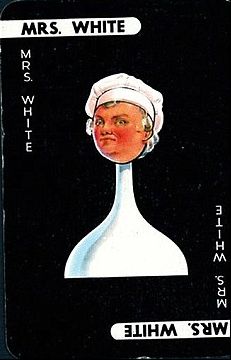
Farmer Green

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| --- | --- |
| Team name |  |
| Group |  |

Your customer is Farmer Green

* Owns a large successful farm
* Married with 3 young children
* Tows trailers occasionally
* Likes lots of gadgets
* Likes to take his dog for walks in the countryside
* Takes family on holiday in England in the car

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| --- | --- |
| Feature | Benefits |
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The newly wed Whites

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| --- | --- |
| Team name |  |
| Group |  |

Your customers are the newly wed Whites

* Just moved into a new home
* Don’t use the car a lot
* Commute into the city
* Very aware of the environment
* Very aware of safety
* Keen on driving into the country side for walks

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| --- | --- |
| Feature | Benefits |
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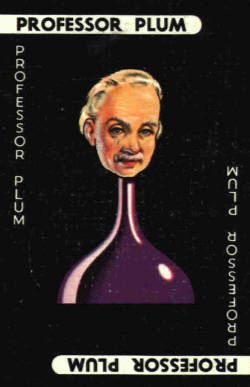
Miss Scarlet

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| Team name |  |
| Group |  |

Your customer is Miss Scarlet

* 24 year old, single with no children
* Recently graduated from university and is replaying student loan
* Living in the city and parking is difficult
* Just started a permanent job
* Likes to take her dog out for walks in the countryside
* Always likes to look good
* Currently drives a 10 year old basic model car

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| --- | --- |
| Feature | Benefits |
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Professor Plumb

|  |  |
| --- | --- |
| Team name |  |
| Group |  |

Your customer is Professor Plumb

* Married, family grown up and living away from home
* Uses car for business with high mileage
* Commutes into the city and uses the phone a lot
* Needs to look professional
* Likes lots of gadgets
* Keen on scuba diving at weekends and carries a lot of equipment for that
* Concerned about safety

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| --- | --- |
| Feature | Benefits |
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