

## LESSON 1 - ASSIGNMENT

1. What did you learn from your set task. Indicate which of the sales people you think was most effective, and who was least effective....and briefly give your reasons why. (no more than half a page)

2. Look through three printed publications (newspapers or magazines) at advertisements or articles which discuss products offered for sale and find what you consider to be good examples of each of the following types of communication....

- Verbal communication
- Non-verbal communication
- Combination of verbal & non verbal communication together.

Explain why you think these are good examples? (50 – 150 words per example)

3. What do you think would make people buy each of the following:  
(write a brief -one paragraph - comment on each):

- A set of encyclopaedias being sold by a door to door salesman.
- Fashion Jewellery being sold at a weekend market.
- Quality clothing sold from a retail shop.
- Consultancy services for home renovation being sold by an architect.
- Membership to a fitness club.

4. List any other reasons that you can think of which may make people buy. (no more than half a page)