



Unit 9 Assignment

Assignment: Professional Selling and Sales Promotion

You will prepare an audiovisual sales presentation that is supported by creative sales promotions as you assume the role of the new marketing associate for U Drive Transport.

Scenario

The car sharing business has grown in popularity throughout the world in densely populated major city centers. Over the past few years, U Drive Transport company has dominated the United States marketplace as a premier car sharing business. You have recently accepted a job with U Drive Transport as a marketing associate to help the company expand into the global marketing environment. To familiarize yourself with the car sharing business, visit the websites of competitors of U Drive Transport:

- Research “car sharing” on the Internet and research 2 competitors in this industry.

As the new marketing associate for U Drive Transport, you have been tasked with preparing a prerecorded presentation to train new account managers and sales representatives on the features and benefits of the U Drive Transport product offering. Additionally, you must provide training on the *seven steps* (slides #4–10) of the personal selling process located in your text (Chapter 17) and in the steps below.

Follow the directions for executing this Assignment.

- Make sure you either have a built-in microphone in your computer or a headset with working microphone in order to able to complete this audio visual presentation Assignment.

Directions for Executing this Assignment:

- Watch the Video on U Drive Transport: [Click Here](#)
- Register for a FREE Brainshark® account (© 2014 Brainshark): [Click Here](#)
- Visit the Brainshark website and familiarize yourself with the free presentation tool that you will use to record the sales training: [Click here](#) for the home page and access their tutorials.
- [Review the following document: Explaining a Process](#)
- Prepare a 10 slide sales training presentation using Microsoft PowerPoint, providing



perspectives on the following topics to train new account managers and sales representatives:

- Slide 1: Overview of the U Drive Transport brand
- Slide 2: Three features and benefits of the U Drive Transport product offering
- Slide 3: Introduction to the U Drive Transport Personal Selling Approach (Decide on Traditional or Relationship Selling and explain)
- Slide 4: Step 1 in the personal selling process: Generating Leads
- Slide 5: Step 2 in the personal selling process: Qualifying Leads
- Slide 6: Step 3 in the personal selling process: Approaching the Customer and Probing Needs
- Slide 7: Step 4 in the personal selling process: Developing and Proposing Solutions
- Slide 8: Step 5 in the personal selling process: Handling Objections
- Slide 9: Step 6 in the personal selling process: Closing the Sale
- Slide 10: Step 7 in the personal selling process: Following Up
- Upload your PowerPoint presentation to Brainshark and record a formal oral presentation explaining each slide in detail.
- Upon completion, capture the Brainshark presentation link. Create a new slide in your PowerPoint presentation and paste the link on the slide.
- Submit your PowerPoint presentation to the Unit 9 Dropbox for grading.

Directions for Submitting this Assignment:

Review the grading rubric below before beginning this activity. For additional help with your writing and APA citation, please visit the Kaplan University Writing Center. Compose your Assignment as a Microsoft PowerPoint presentation and save it as (Example: TAllen-MT219 Assignment-Unit 9.ppt). Submit your file by selecting the Unit 9: Assignment Dropbox by the end of Unit 9.

Unit 9 Assignment	Percent possible	Points possible	Points Earned	Comments
Content per Checklists	100%	50		
Answer provides complete information demonstrating analysis and critical thinking:	80%			



Slide 1: Overview of the U Drive Transport brand.	8%	4		
Slide 2: Three features and benefits of the U Drive Transport product offering	8%	4		
Slide 3: Introduction to the U Drive Transport Personal Selling Approach (Decide on Traditional or Relationship Selling and explain)	8%	4		
Slide 4: Step 1 in the personal selling process: Generating Leads	8%	4		
Slide 5: Step 2 in the personal selling process: Qualifying Leads	8%	4		
Slide 6: Step 3 in the personal selling process: Approaching the Customer and Probing Needs	8%	4		
Slide 7: Step 4 in the personal selling process: Developing and Proposing Solutions	8%	4		
Slide 8: Step 5 in the personal selling process: Handling Objections	8%	4		
Slide 9: Step 6 in the personal selling process: Closing the Sale	8%	4		
Slide 10: Step 7 in the personal selling process: Following Up	8%	4		



Subtotal:	80%	40		
Provides 10 PowerPoint slides with correct grammar, spelling, and with correct APA styled citation and references.	20%	10		
	Percent	Total Points possible		
Your Assignment Score:	100%	50		