



Business lesson 2

– Student worksheet

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Learning aim:

To explore how data can be used to support and improve the sales process.

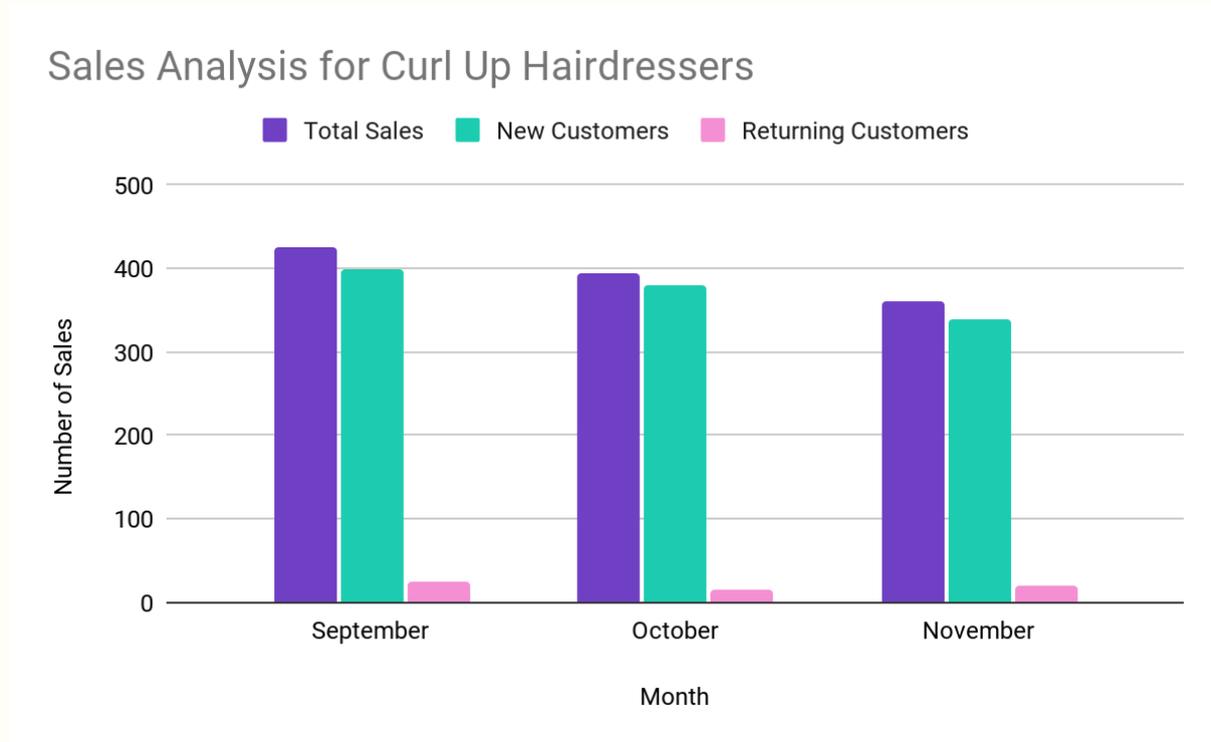
Scenario:

A specialist consultant has been appointed by Curl Up Hairdressers to try and identify their key pain points and identify which part of the sales process they need to work on the most to attract more repeat customers.

Career spotlight:

Business consultants give advice and support to new business start-ups and help established businesses to grow. They help clients develop business plans, advise on how to reduce costs, and improve sales and assess clients' business ideas to see if they have potential. Business consultants have excellent business management knowledge and skills. They listen effectively and can work on their own initiative.

Graph 1



Question 1 - Using graph 1, what do you observe?

Question 2 - Using graph 1, what do you wonder?

Question 3 - Using graph 1, what do you infer?

Presentation notes

- What do the graphs tell us?
- What issues can you see?
- What could be done to address the issue/s?

Team 1 - Customer service

Team 2 - Product knowledge

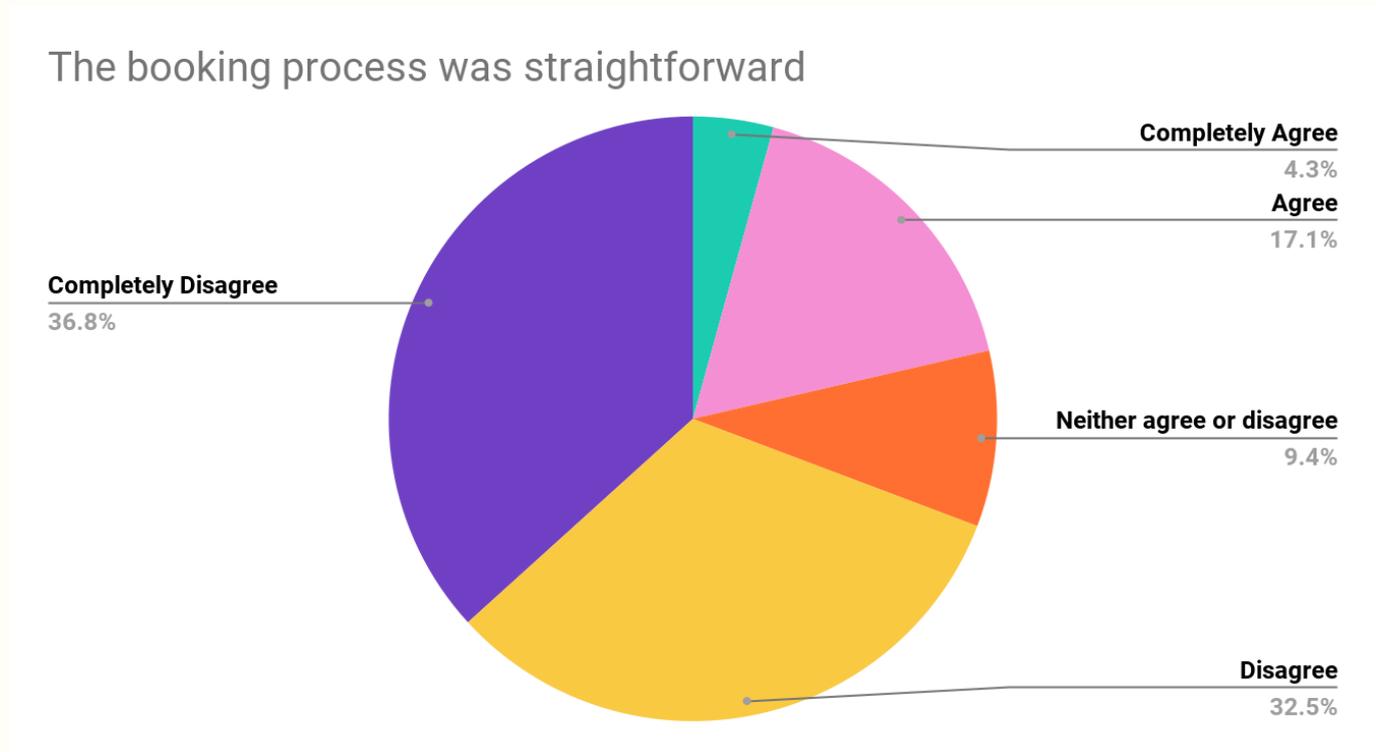
Team 3 - Customer engagement strategy

Team 4 - Post-sales service

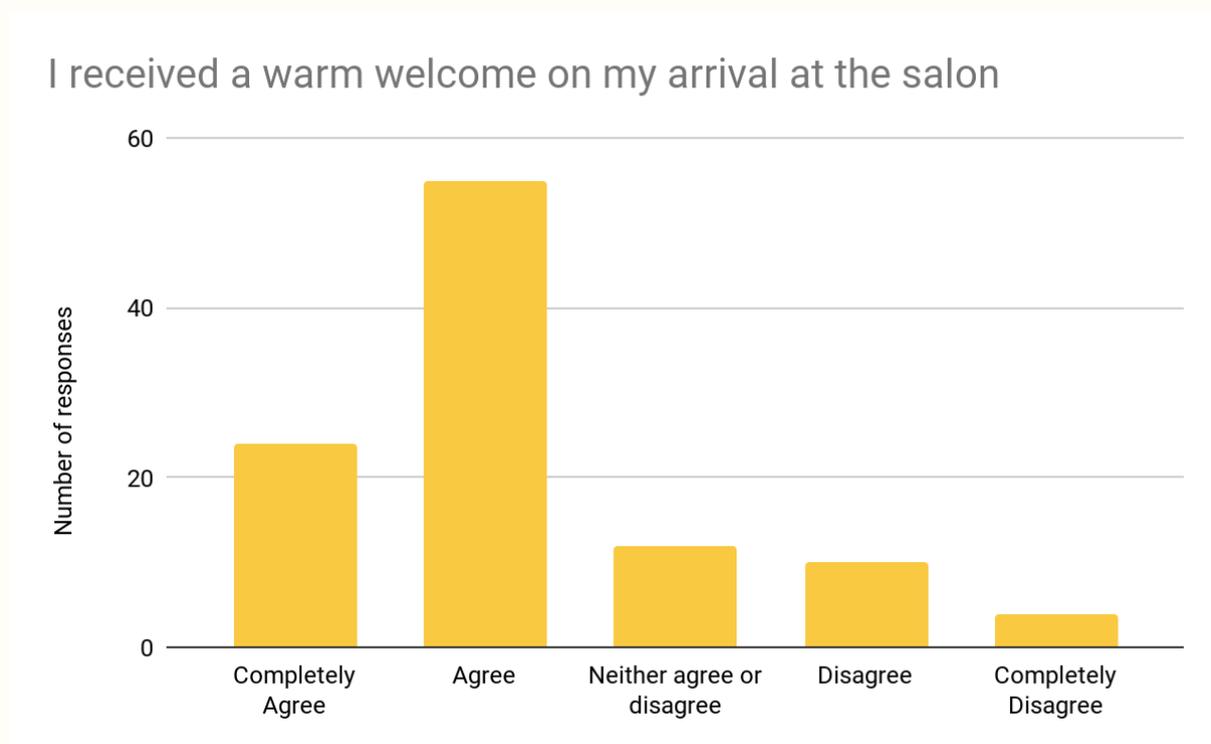
Extension Task

Write a formalised written response for Curl Up Hairdressers, stating which area of the sales process they should focus on the most, and the strategies they should implement, and why.

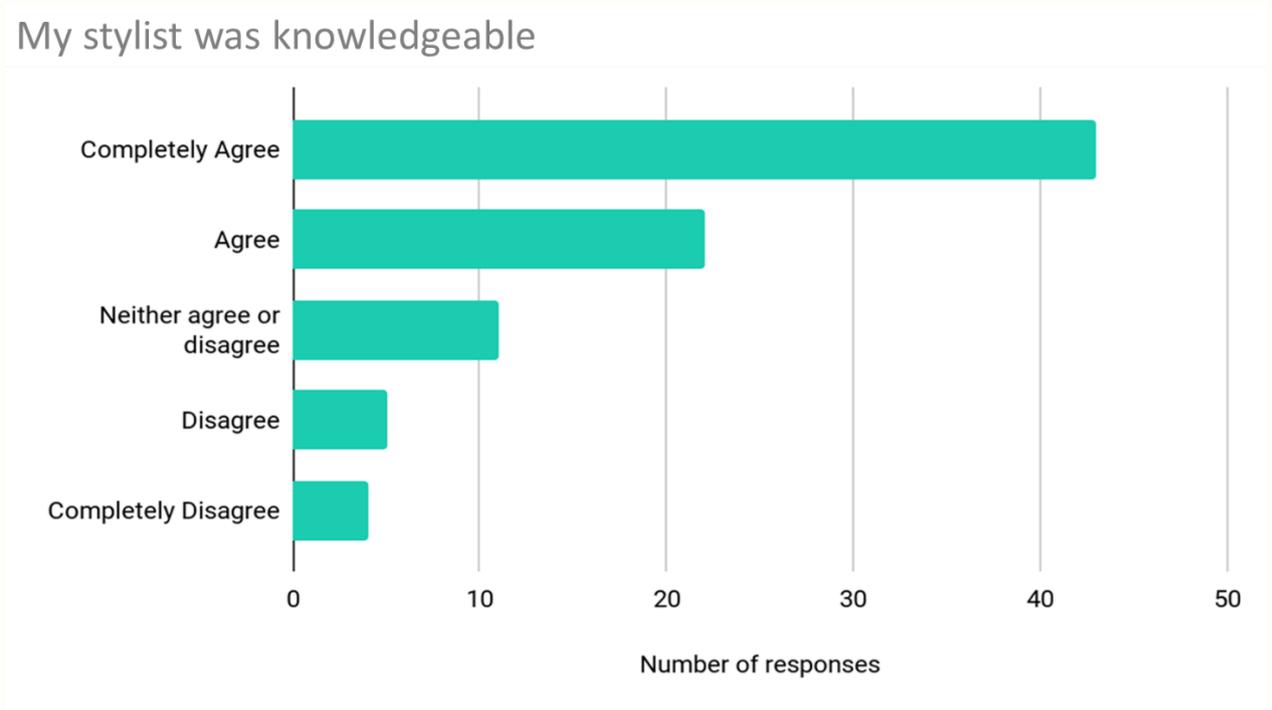
Graph 2



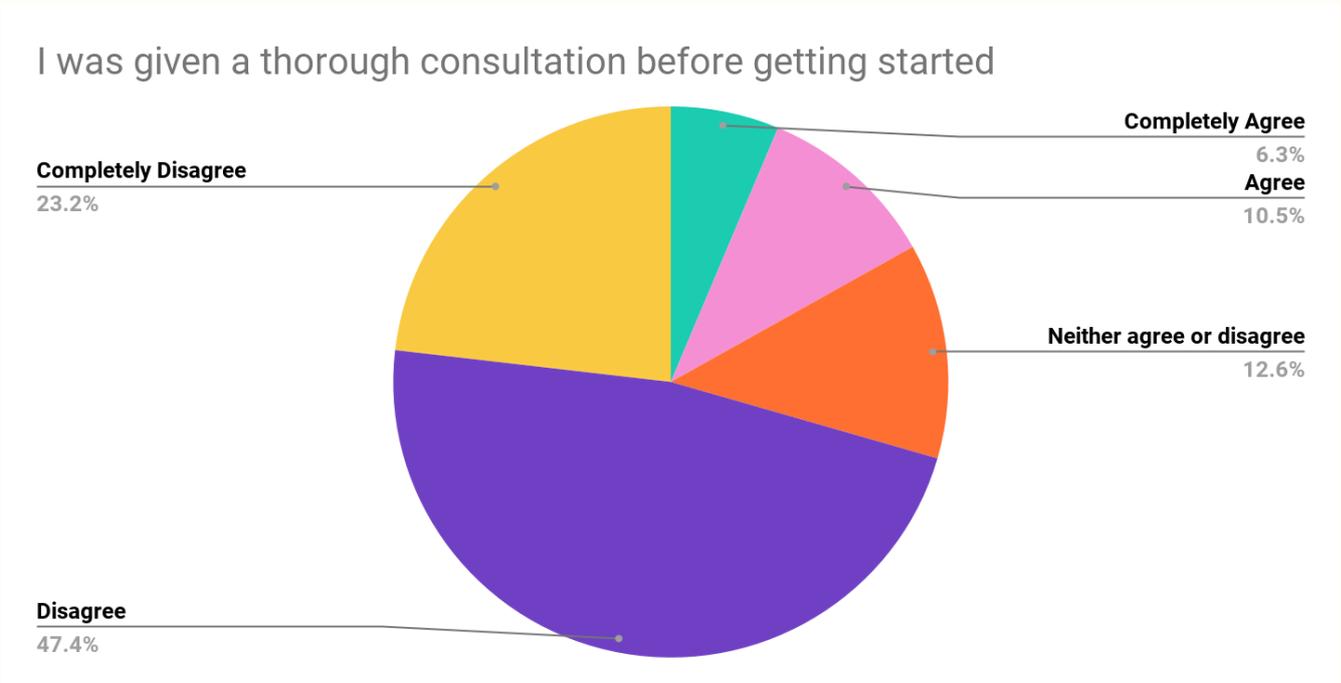
Graph 3



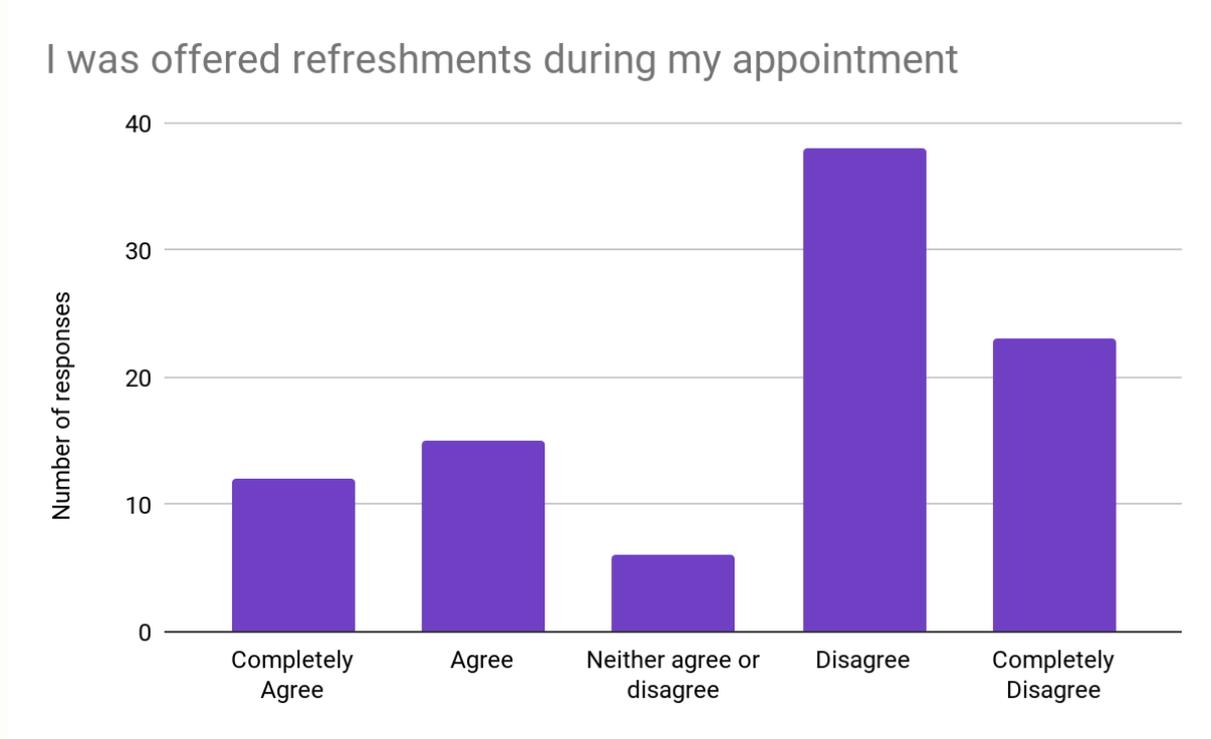
Graph 4



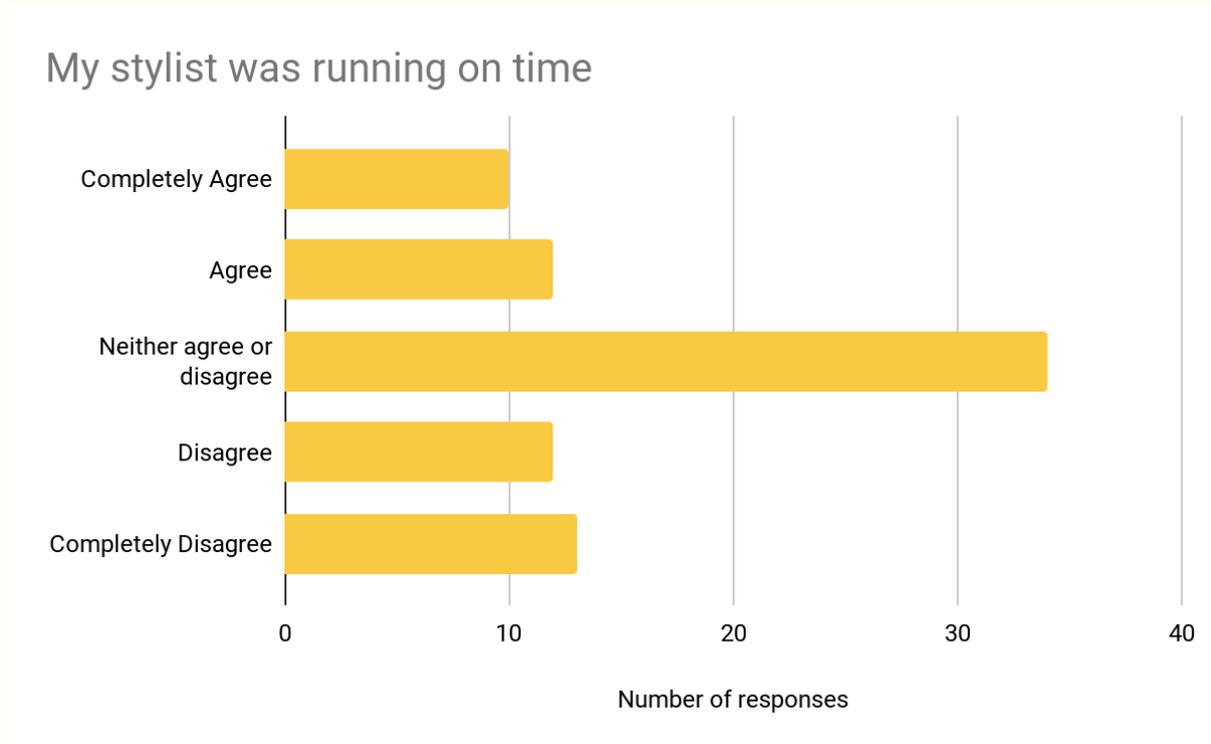
Graph 5



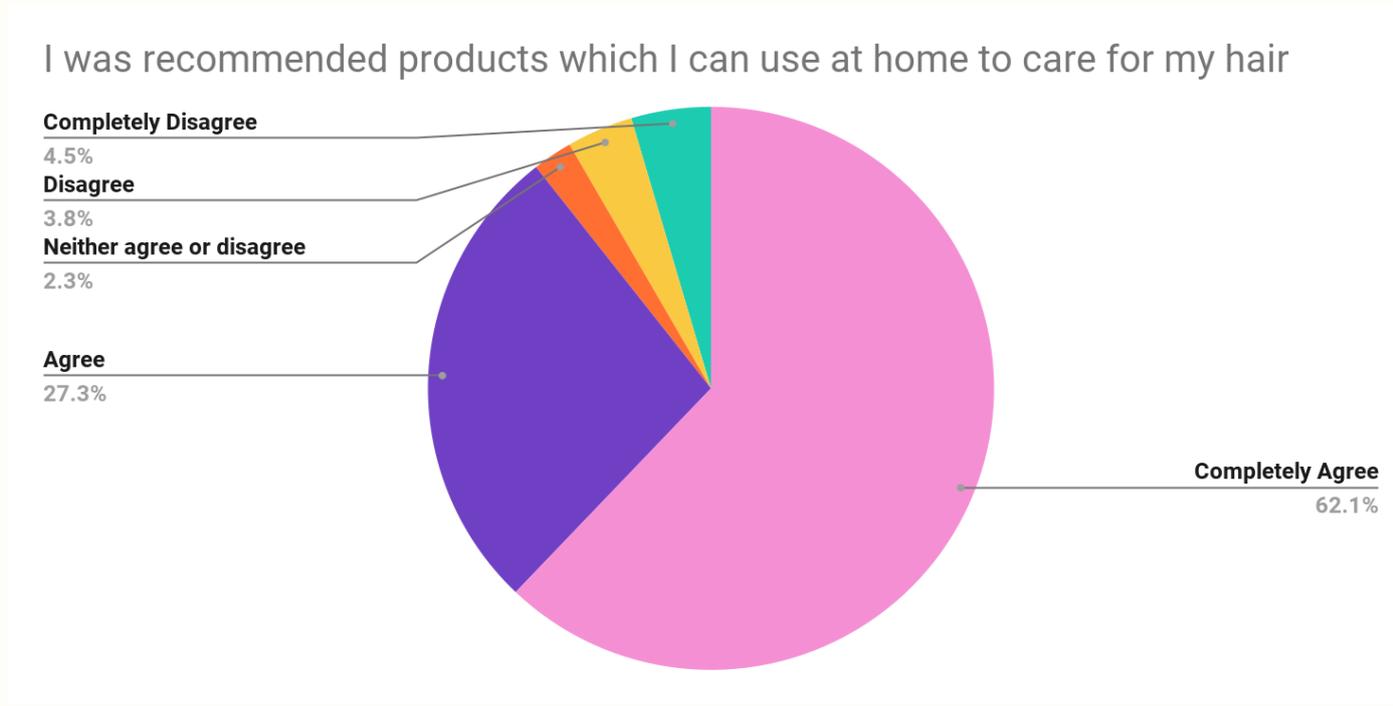
Graph 6



Graph 7



Graph 8



Graph 9

