

## Assignment 9: 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 two 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 be able to complete this audio visual presentation Assignment.

### Directions for Executing this Assignment:

- Watch the Video on U Drive Transport: [Click Here](#)
- Choose whichever software program you prefer to create your audio visual presentation.  
You may use [PowerPoint with audio if you so choose](#).
- 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

If using PowerPoint add your audio explanation. You can access simple instructions [here](#).

- Submit your PowerPoint audio visual 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 accessed in the home area of this course. Compose your Assignment as a Microsoft PowerPoint presentation with added audio explanation 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.

| <b>Unit 9 Assignment:</b>  | <b>Percent possible</b> | <b>Points possible</b> | <b>Points Earned</b> | <b>Comments</b> |
|--|-------------------------|------------------------|----------------------|-----------------|
| <b><i>Professional Selling and Sales Promotion</i></b>                             |                         |                        |                      |                 |
| <b>Content per Checklists</b>  | <b>100%</b>             | 50                     |                      |                 |
| Answer provides complete information demonstrating analysis and critical thinking: | 80%                     |                        |                      |                 |
| Slide 1: Overview of the U Drive Transport brand.                                  | 16%                     | 4                      |                      |                 |
| Slide 2: Three features and benefits of the U Drive Transport product offering     |                         | 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                            |  |  |
| <b>Subtotal:</b>  | 80%            | 40                           |  |  |
| Provides 10 PowerPoint slides with audio, including an additional title and references slide, using correct grammar, spelling, and APA format and citation style. | 20%            | 10                           |  |  |
|   | <b>Percent</b> | <b>Total Points possible</b> |  |  |

|                                   |      |    |  |  |
|-----------------------------------|------|----|--|--|
| <b>Your Assignment<br/>Score:</b> | 100% | 50 |  |  |
|                                   |      |    |  |  |