**Independent Practice Assignment #1**

**Sales Associates Assignment**

Successful businesses develop long-term relationships with customers. The relationships are based upon high quality merchandise, customer service, and communication after the sale. Some shopping experiences are delightful while other shopping experiences are not good. The disposition of the sales associate makes a big difference on the customer’s experience. Many sales associates are paid a commission and have the pressure to produce sales. Pushy sales associates do not making shopping experiences pleasant for customers.

Assignment

* Define the difference between a helpful and pushy sales associate.
* Describe the fine line between these two types of sales associates.
* Explain how sales commission works.
* Explain how sales commission can affect the behavior of sales associates.
* Prepare a PowerPoint presentation to explain the difference between helpful and pushy sales associates.
* Work in a team of two to identify businesses that understand the importance of relationship marketing.
* Define “relationship marketing” and identify/describe several businesses that are good role models for relationship marketing.
* Your team must discuss and record what the business does that demonstrates interest in customers and how those things encourage customers to return for repeat business.