

**BSBCUS402**

**Address customer needs**

**Learner Assessment**

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# Candidate Details

### Assessment – BSBCUS402: Address customer needs

Please complete the following activities and hand in to your trainer/assessor for marking. This forms part of your assessment for BSBCUS402: Address customer needs.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Declaration**

I declare that no part of this assessment has been copied from another person’s work with the exception of where I have listed or referenced documents or work and that no part of this assessment has been written for me by another person. I also understand the assessment instructions and requirements and consent to being assessed.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**If activities have been completed as part of a small group or in pairs, details of the learners involved should be provided below:**

This activity workbook has been completed by the following persons and we acknowledge that it was a fair team effort where everyone contributed equally to the work completed. We declare that no part of this assessment has been copied from another person’s work with the exception of where we have listed or referenced documents or work and that no part of this assessment has been written for us by another person.

Learner 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Learner 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Learner 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Question 1

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| **Estimated Time** | **20-30 Minutes** |
| **Objective** | To provide you with an opportunity to determine how you can best determine customer motive and legislation specific to your industry.  |
|  | What legislation may be specific to your industry in relation to customer rights and responsibilities. Discuss how you can best determine buyer motive and what you can do to assist potential customers in making the decision to purchase from you. |

### Question 2

|  |  |
| --- | --- |
| **Estimated Time** | **20 Minutes** |
| **Objective** | To provide you with an opportunity to think about how you can best meet customer needs. |
|  | 1. Why is good product or service knowledge important?
2. Is there a system in your organisation to determine which customers have stopped purchasing from you? If not, how can you recommend to management to implement one?
3. How can you ensure your old customers come back?
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### Question 3

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| --- | --- |
| **Estimated Time** | **30 Minutes** |
| **Objective** | To provide you with an opportunity to determine how you can best determine customer needs and encourage repeat business.  |
|  | 1. What can you do to encourage an unhappy customer to return?
2. How can you ensure your organisation takes feedback from customers seriously?
3. How can you ensure that your customers are getting the right product or service for their needs?
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### Question 4

|  |  |
| --- | --- |
| **Estimated Time** | **20-30 Minutes** |
| **Objective** | To provide you with an opportunity to determine how you can use your attitude in a positive way when dealing with customers. |
|  | 1. What are some ways in which you can make your customers feel valued?
2. How can you best build rapport with your customers?
3. What actions should you take when dealing with angry or unhappy customers?
4. What are some strategies you can use to help you deal with angry customers and not let them get to you?
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### Question 5

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| --- | --- |
| **Estimated Time** | **30-40 Minutes** |
| **Objective** | To provide you with an opportunity to determine how you can best communicate with customers, capture relevant information and network to find new and potential customers. |
|  | In small groups, discuss the following questions:1. How do you currently ensure you communicate with your customers regularly?
2. How much time do you currently spend on networking?
3. Research an industry association you can join to increase your networking opportunities. Discuss who they are and how you would benefit from joining.

Read the following case study and answer the questions:Sally works for a software reseller and is performing a follow up call to Sue, who purchased software to keep track of deliveries for their new business last week.Sally calls Sue to check that everything is working well. During the call, Sally finds out that Sue is happy with the product. Sally makes conversation with Sue to check how the new business is tracking and finds out that they may need some accounting software also. Sue explains it has been a huge learning curve for them and they are feeling a bit lost in terms of what they actually need to effectively function as a new business. Sally asks questions around their specific needs and notes down everything Sue tells her. Sally makes a note in the database that the company is in need of accounting software and of their conversation. She also makes a note to call back next week when the decision maker, Ted is back in the office. She also notes Ted’s details on their database as provided by Sue.In the meantime, Sally has discovered software that can keep track of all operational aspects for new businesses and sends information to Ted, so that it is ready for him when he returns to the office next week.Sally calls Ted and engages him in conversation. Ted is impressed that she has successfully found solutions to their software requirements and places an order for the software with Sally.1. How did Sally show she was genuinely interested in the company and its success?
2. What did Sally do right in securing future business?
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