



MEETING FOUR: CREATE A STRUCTURE

TASK LIST: SALES

THE FOLLOWING TASKS WILL NEED TO BE COMPLETED BY YOUR TEAM IN ORDER COMPLETE THE **BUSINESS SNAPSHOT** AND LAUNCH YOUR BUSINESS.

Tasks

1. Select a leader for your Business Team.
2. Meet with the Marketing Team.
3. Meet with your JA Volunteer about e-commerce tools.
4. Learn about your product.
5. Train all Company members on your product or service.
6. Meet with the Finance Team to finalize cost and sales goals.
7. (Ongoing) Track individual sales performance.
8. Research and implement customer service techniques.
9. Create a sales pitch script.
10. Optional: Discuss the JA Competition.

Instructions

1. Information from the tasks highlighted in blue should be included and updated on the Company's **Business Snapshot**.
2. Download and use separate documents and workbooks as noted in individual tasks.
3. As necessary, add Topics in the blank tables at the end of the chart.

WHAT TO RECORD IN EACH COLUMN OF A TOPIC TABLE:

TASK	LEADER	DEADLINE	RESULTS	STATUS
<i>Actions related to the topic</i>	<i>Who is primarily in charge?</i>	<i>Date for completion</i>	<i>Was a decision made? Next steps? Other results?</i>	<i>Complete? Pending? Research? Other?</i>



Topics

SALES TEAM LEADER

TASK	LEADER	DEADLINE	RESULTS	STATUS
Decide who will be the primary leader of your Business Team. This person will be in charge of organizing and leading sub-meetings for this Business Team, keeping track of progress on all assigned tasks for this portion of the Business Snapshot, and keeping the Business Snapshot up-to-date for the whole Company to review.				

KNOW YOUR CUSTOMER

SELLING A PRODUCT IS JUST ANOTHER FORM OF INFLUENCING ANOTHER PERSON, WHICH WE ALL DO EVERY DAY.

TASK	LEADER	DEADLINE	RESULTS	STATUS
Meet with the Marketing team so that both Business Teams are focusing on the same target audience and product benefits. Team Crossover: Marketing				
Who is the target customer, and what would convince them to exchange money for your product or service? Research target customer if necessary. For more information, view the Topic: Sales, found after Meeting Thirteen.				
Where are your customers?				
What makes your product appealing to them? (Does it solve a problem or fill a need for them?)				



KNOW YOUR CUSTOMER

SELLING A PRODUCT IS JUST ANOTHER FORM OF INFLUENCING ANOTHER PERSON, WHICH WE ALL DO EVERY DAY.

TASK	LEADER	DEADLINE	RESULTS	STATUS
Are there other specific customers who might want this product or service for a purpose other than you originally thought of?				
What sales techniques would motivate them to buy the product or service? Research possible sales techniques for products or services similar to yours.				
Meet with the JA Volunteer to determine which, if any, e-Commerce tools may be available, and incorporate them as possible sales tools, as applicable. Team Crossover: JA Volunteer				

KNOW YOUR PRODUCT

NOTHING MAKES A PRODUCT OR SERVICE MORE APPEALING THAN WHEN THE SELLER KNOWS ABOUT IT IN DETAIL AND IS PASSIONATE ABOUT IT.

TASK	LEADER	DEADLINE	RESULTS	STATUS
Get to know your product and find reasons to love it. (For inspiration, think of infomercials you've seen in which the people were in love with their product.)				
Check out any competitors and note their quality, price, sales techniques and other sales, and customer service information.				



KNOW YOUR PRODUCT

NOTHING MAKES A PRODUCT OR SERVICE MORE APPEALING THAN WHEN THE SELLER KNOWS ABOUT IT IN DETAIL AND IS PASSIONATE ABOUT IT.

TASK	LEADER	DEADLINE	RESULTS	STATUS
Train all Company members in your product or service, and help them to be passionate about what makes the product shine. Team Crossover: All 5 Business Teams				

SALES GOALS

TASK	LEADER	DEADLINE	RESULTS	STATUS
After the financial details, such as price and Break-Even point have been established, as a whole Company, meet with the Finance team to finalize what the cost of the product or service will be and establish an appropriate sales goal for each member responsible for selling. Team Crossover: Finance				
Track individual sales performance using the Sales Tracking Form that you download.				

CUSTOMER SERVICE BEFORE, DURING, AND AFTER THE SALE

TASK	LEADER	DEADLINE	RESULTS	STATUS
------	--------	----------	---------	--------



CUSTOMER SERVICE BEFORE, DURING, AND AFTER THE SALE

TASK	LEADER	DEADLINE	RESULTS	STATUS
Determine customer service techniques that might add value or appeal to your product or service before, during, or after the sale—for example, return policy, maintenance, repair, IT support, or other customer service issues. Research possible customer service techniques for products or services similar to yours.				
Create a sales pitch script for everyone to follow so that the customers are hearing (or reading) the exact information you have decided on.				
One sales technique to consider is advanced sales. (Take orders in advance.)				

JA COMPETITION (OPTIONAL)

TASK	LEADER	DEADLINE	RESULTS	STATUS
If your Company is participating in a JA competition, the Leadership team will inform your team about the rules and requirements, but your team will be responsible to be prepared for your portion of the competition. Team Crossover: All 5 Business Teams and JA Volunteer				

TOPIC

TASKS	LEADER	DEADLINE	RESULTS	STATUS
-------	--------	----------	---------	--------



TOPIC

TASKS	LEADER	DEADLINE	RESULTS	STATUS

TOPIC

TASKS	LEADER	DEADLINE	RESULTS	STATUS