

readysetgo

**MODULE 11**  
**LESSON PLAN**

# MODULE FORMAT:

Every module follows the structure below to make it easy for any adult to facilitate step by step:



## **Watch Module Video**

Successful entrepreneurs explain the module's topic using their own business as an example. Found at [www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/)



## **Discuss Module Topic**

Discuss theory & keywords using the Facilitation Notes in the lesson plans



## **Theory Activity**

Activity to teach & reinforce the module's theoretical concepts. Each module contains one or both of the following:

- Interactive theory activity
- Worksheet theory activity



## **Applied Activity**

Written activity using Ready Set Go Worksheets where kidpreneurs apply the theory to their own businesses



## **'CK Business Kit' Activity**

Use the module's *CK Business Kit* item to practically build the real-world business



## **Goal Keep Reflection**

Discuss how the decisions made in the module will help reach the business goal (decided in module 2)

# MODULE 11

## How will I sell my products?

<b>MODULE</b>	<b>11</b>	
<b>RSG STAGE</b>	<b>GO</b>	
<b>LESSON TITLE</b>	<i>How will I sell my products?</i>	
<b>LESSON FOCUS</b>	Learn authentic sales techniques and how to give good customer service	
<b>OUTCOMES</b>	<ul style="list-style-type: none"> <li>• Learn about good customer service and how to do it well</li> <li>• Learn how to count back change</li> <li>• Learn what is meant by a 'float'</li> </ul>	
<b>KEYWORD</b>	<b>CUSTOMER SERVICE</b>	How you look after customers before, during and after a sale
	<b>FLOAT</b>	The spare notes and coins used to give change to customers.
<b>BUSINESS KIT RESOURCE</b>	Market Day Money Pouch	
<b>VIDEO</b>	VIDEO #11 – How will I sell my products?	
<b>WORKSHEET</b>	Module 11: How will I sell my products?	

## LEARNING SEQUENCE:

### 1. Watch Module Video

- Found at [www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/)

### 2. Discuss Module Topic (see notes over leaf)

- Customer service
- Floats
- Counting back change

### 3. Theory Activity

- *Interactive:* Mock market
- *Worksheet:* xxx

### 4. Applied Activity

- My Sales Plan

### 5. CK Business Kit Activity

- Market Day Money Pouch

### 6. Goal Keep Reflection

## FACILITATION NOTES:



### MODULE 11 VIDEO

See [www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/) to view the module video



### MODULE TOPIC NOTES

#### CUSTOMER SERVICE

Throughout the entire program students have learned how business is ‘customer first’. It is about solving a problem or meeting a need for the target market. Their needs and their experience are at the foundation of all business decisions.

Part of being customer focused is CUSTOMER SERVICE

*Customer service is how you look after customers before, during and after a sale.*

Customer service is not just about treating a customer well in order to get them to buy the product. Good and authentic customer service genuinely looks after the customer before, during and after a sale, recognising that without customers there would be no business. Encourage kidpreneurs to be appreciative of customers making purchases and express their gratitude through good customer service.

When asked what good customer service means to them, some people said:

*“Someone going out of their way, with a smile on their face, being happy to serve others, genuinely caring or making an effort to treat you like a person, not a transaction.”- Mez T. Customer, Sydney NSW*

*“Listening to and responding to customer feedback about their needs and preferences.” Fiona S. - Customer, Auckland NZ*

*“The customer must be at the centre of the experience. Customer service should be genuine and unique. It should be personalised and have a point of difference from other businesses.” Tiffiney S – Customer Service Manager, OPSM*

*“At this service station, the man behind the counter always says hello, how is your day and have a good day at appropriately spaced times. It makes me feel good*

*and valued and it doesn't cost him a thing, but it keeps me going back there!"* Alex N. Auckland, NZ

*"Know your products very well and it's strengths and points of difference to similar products on the market. Look customers in the eye and change your approach to meet each one's individual needs. Be ready to answer difficult questions without going off to ask someone else. Be interested in the customer first and foremost and their needs, not the money you will make from them."* Terry S. – Business Owner, Wood Work Tools

The module worksheet has some helpful tips for good customer service. Here are some additional customer service points to discuss with your students:

- Letting customers touch the product is the best way to get them to stop in their tracks and be engaged while you explain the benefits. It also gives them a personal experience through engaging all the senses and increases the likelihood of them making a purchase.
- Reiterate the importance of fully engaging with customers and explaining the benefits of the product, not just the features. If the kidpreneur is doing other things or waiting for customers to buy on their own, they might miss opportunities to attract customers and make sales. Many customers make purchases due to having a friendly, engaging, genuine salesperson.
- Always smile at customers and try to look busy (but not too busy to serve them). Try not to look stressed or desperate for a sale as this scares customers away.
- 'Handmade' is a great product feature which appeals to many customers. There is something special about a product that the customer knows is one of a kind, not mass-produced by a machine.
- Encourage kidpreneurs to tell the customers about Club Kidpreneur and the CK Challenge. This may encourage them to purchase a product for the purposes of supporting the kidpreneur.
- Encourage the kidpreneurs to share how their business is being used for positive social/environmental impact. Not only is the knowledge that their money is going toward a social cause motivating for customers, it is a great way to differentiate a brand from competitors who are selling similar products but keeping the profits for themselves.
- Explain the benefits of the products simply and clearly. Sell by telling the customer how the product will benefit them. Forceful selling tactics will scare the customer off.
- Ask the customer questions about themselves to find out their needs and explain how the product will meet those needs. E.g. *"Do you always lose your keys? I have a great key ring with your name on it so people can return them to you."*
- Start a conversation. Develop rapport by chatting about general topics that are not related to the business product, (but not personal ones). E.g. the weather, the market day. **Note: Emphasise to your students not to share personal information with strangers**

- Do not make false promises on what the product can do if it cannot. This will give a business and a brand a bad name and can impact future sales.
- Sometimes a price negotiation may be able to be made, especially if it is near the close of sales for the day. Be willing to barter a little and let the customer feel like they got a good deal.

*IMPORTANT NOTE: Adult permission is always required for kidpreneurs to speak to the public about their business. Depending on the context, adult supervision is also advised.*

An important part of giving good quality customer service is how you give change when the customer purchases a product. Giving change involves having a 'float' of money on hand. There is an easy way to give change called 'counting back'.

### **FLOAT**

A float is a small amount of coins and notes used to start the day to give change to customers.

This money is not part of the revenue or profit of the business. It must be returned to where it was obtained from at the end of the day.

The type of coins and notes to have in a float will be determined by the prices being charged, i.e. if prices are \$2.90 .10c coins will be required to give change. If prices are \$2.50 then lots of .50c coins will be required. It is recommended that kidpreneurs use whole dollar values for their prices to make it easier to give change.

A recommended float breakdown is as follows:

4x 50c coins	\$2.00 (if using prices with .50c)
5x \$1 coins	\$5.00
4x \$2 coins	\$8.00
3x \$5 notes	<u>\$15.00</u>
<b>TOTAL FLOAT</b>	<b>\$30.00</b>

The simplest way for kidpreneurs to obtain a float for their market day is to ask parents to supply a float for their child. If they borrow this money from someone (e.g. a parent), they must remember to return the same amount at the end of the day. A float is not money to keep. Encourage students to make a note to remind them of the total borrowed, and even to create a loan agreement similar to the one provided in their Business Kit (used in module 8) to ensure this is paid back to the float lender.

*Note: the total value of the float should not be included in calculations for revenue or profit.*

### *Other float tips*

- Large notes can be a problem if there is not enough float to give the change required. In this case the customer can be asked to come back later for their

change, or change may be able to be borrowed from a nearby stall and repaid when available.

- Kidpreneurs should not allow customers take goods on a promise to pay later. Set the item aside for a short time if necessary so the customer can come back for it and then put them back on sale if they do not return.

## GIVING CHANGE

‘Counting back’ is a simple technique for giving change from a float to customers without needing to do mental subtraction to calculate it. Counting back involves starting with the price of the product and counting back up to the total of the money the customer has paid by stepping upwards to the next sized note or coin.

The counting back technique involves asking two questions:

1. *How much to get to the nearest dollar?*

*And then once the nearest dollar has been reached...*

2. *How much to get to the next coin or note?*

An example of this is below:

**Product price: \$2.50**

**Customer paid: \$20.00**

To give change for this transaction:

1. Start with the figure \$2.50 in your head.

Ask: How much to get to the next dollar?

Answer = Nearest dollar is \$3 so need 50c to get there. ( $\$3.00 - \$2.50$ )

Select 50c coin to add to the change



2. Ask: How much to get to the next coin/note?

Answer = Nearest coin/note is \$5 so need \$2 to get there. ( $\$5.00 - \$3.00$ )

Select a \$2 coin to add to the change



3. Ask: How much to get to the next coin/note?

Answer = Nearest note is \$10 so need \$5 to get there. ( $\$10.00 - \$5.00$ )

Select a \$5 note to add to the change





\$5.00

4. Ask: How much to get to the next coin/note?

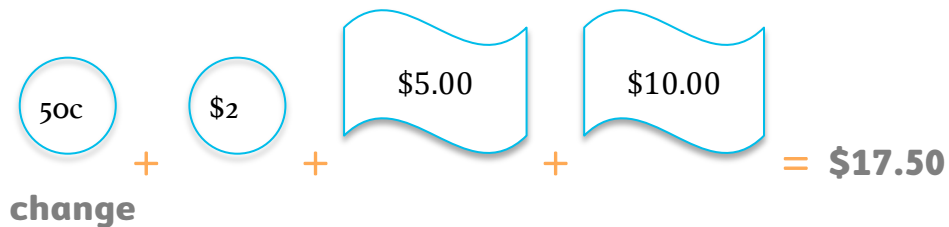
Answer = Nearest note is \$20 so need \$10 to get there. ( $\$20.00 - \$10.00$ )

Select a \$10 note to increase to \$20 – the total amount paid.

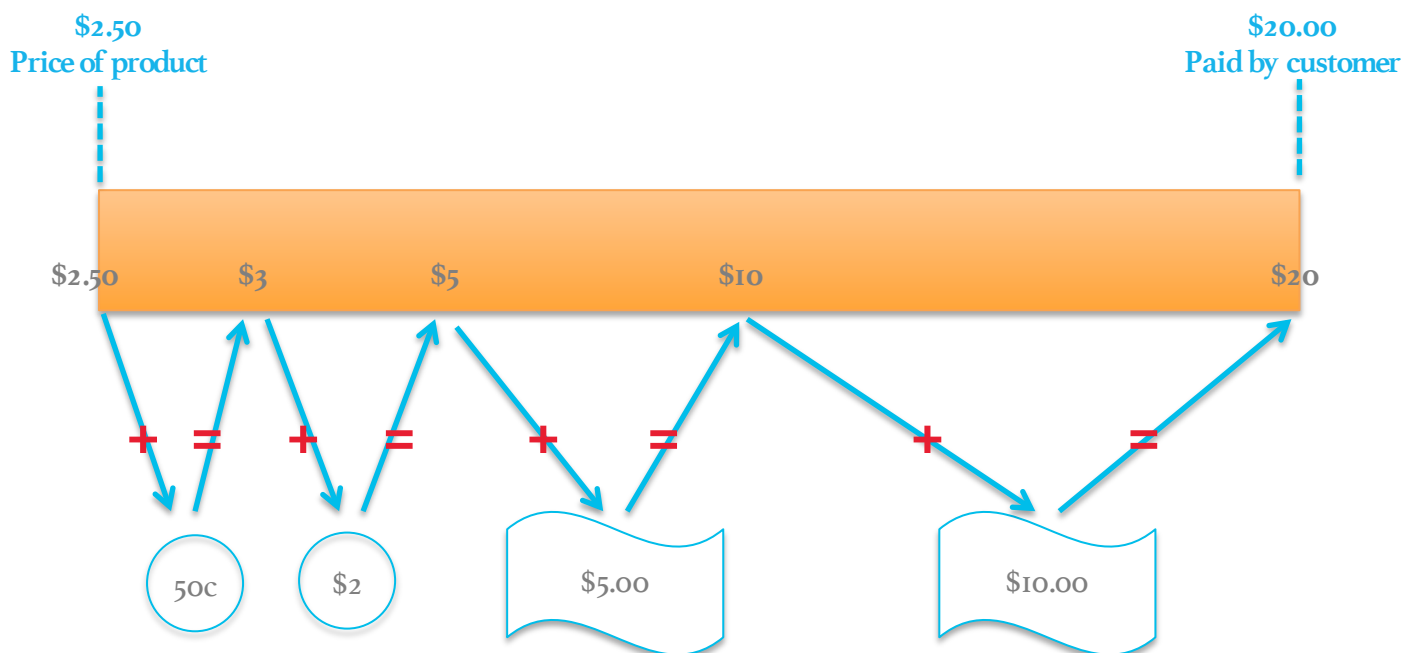


\$10.00

5. Give all of these to the customer, which is a total of \$17.50.



## OR ALTERNATIVELY:





## THEORY ACTIVITY INSTRUCTIONS

### MOCK MARKET

The aim of this activity is to setup a market stall role-play scenario for students to practice their sales, customer service, merchandising and money handling.

Half the group line up behind tables with their products on display as they intend to have them at market day. The second half pretends to be customers shopping for products. Customers can be given money (fake or real) for sellers to practice giving change. A float of Kidpreneur Kash can be downloaded from [www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/) to use as fake money for this activity.

*Guidelines for 'sellers' are below:*

- Practice starting a conversation with people as they browse the stall to get their interest. Example conversations starters are: 'Hi there, how is your day going?'
- Practice giving a sales pitch to the customer to tell them about the product's features and benefits.
- Practice telling the customers about the how they built their business through the CK Challenge program.
- Put into practice all the customer service tips from this module (see above)

*Guidelines for 'customers' are below:*

- Customers should pretend to be interested in the product sometimes and not interested in the product other times so that the seller can practice responding to someone who might turn the product down.
- Customers should ask for more information about the products to sellers can practice responding

### WRITTEN ACTIVITY: GIVING CHANGE

A step-by-step activity for giving change is on the module worksheet. After running through the 'counting back' technique using the example on the student worksheet, kidpreneurs can try the technique themselves with the 2 exercises on their worksheet. The exercises are set out in an easy to follow template-allowing students to step through the counting back process.

Here are the model answers for the 2x exercises:

*Exercise 1: If the price of the product is \$4.50 and the customer pays you with a \$20 note, how much change do you give them? Follow the steps below.*

	Where are you up to now?	What is the nearest note/coin up from here?	So how much do you add to your change to get there?
1.	\$4.50 (price of product) →	\$5.00 (nearest dollar) =	50c
2.	\$5.00 →	\$10.00 note =	\$5 note
3.	\$10.00 →	\$20.00 note =	\$10 note
5.	\$20.00 (what the customer gave you)	<b>STOP HERE</b>	
<b>TOTAL CHANGE TO GIVE:</b>			<b>\$15.50</b>

*Exercise 2: If the price of the product is \$1.60 and the customer pays you with a \$10 note, how much change do you give them? Follow the steps below.*

	Where are you up to now?	What is the nearest note/coin up from here?	So how much do you add to your change to get there?
1.	\$1.60 (price of product) →	\$2 coin (nearest dollar) =	2x 20c coins
2.	\$2.00 →	\$5.00 note =	\$1 coin & \$2 coin
3.	\$5.00 →	\$10.00 note =	\$5 note
5.	\$10.00 (what the customer gave you)	<b>STOP HERE</b>	
<b>TOTAL CHANGE TO GIVE:</b>			<b>\$8.40</b>



## APPLIED ACTIVITY INSTRUCTIONS

### MY CUSTOMER SERVICE

After discussing how to have good customer service, students now plan how they will do their customer service at market day. Firstly kidpreneurs must think of engaging ways to greet customers to get their interest in their products. Instruct them to write down 3 possible conversation starters to try with customers.

Secondly, kidpreneurs should write down 5 other ways they will try to have good customer service on the day. These can be taken from the examples given, but encourage your students to think of creative ways to provide a personalised and unique experience for their customers.

### CUSTOMER SERVICE FEEDBACK FORM

One way to develop good customer service is to find out more about customer's needs and their feedback on your current level of service. In the module worksheet is a Customer Service Feedback Form. Kidpreneurs should take this to their market day and ask 4-6 customers to provide feedback on their experience with the business. They should then put into practice their suggestions for improvement over the course of the day.



## 'CK BUSINESS KIT' ACTIVITY INSTRUCTIONS

### MARKET DAY MONEY POUCH

In each Business in a Backpack is a money pouch for each kidpreneur to keep their float in at the market day (either around their neck or over their shoulder). This is a good way to keep all of their spare change and float safe, secure and easy to access. Ensure the students know where this is at all times. There is one pocket for notes and one pocket for coins to make it easy to sort them.

Students should practice giving change before the market day to ensure they develop quick, accurate customer service. To practice, kidpreneurs can use real money or download Kidpreneur Kash from the resource centre [www.clubkidpreneur.com/resource-centre/](http://www.clubkidpreneur.com/resource-centre/) to print a float of fake money to practice giving change. The 3 business owners should take turns being the customer and the seller. The seller makes up a product price and the customer gives a larger note in payment. Sellers then use the counting back technique to practice giving change quickly and confidently.



## GOAL KEEP REFLECTION

Have you chosen customer service techniques that will help you meet your sales goal and mission statement?