

# Sales Success

## Session 11

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

Assignment Due: \_\_\_\_\_

### Class Opener

### Session 10 Homework and Worksheet Review

### Instructor Topics and Worksheet Time

1. Your Image is Your Business's Image
2. The Art of Selling
3. Creating Customer Loyalty

### Break



### Guest Speaker

### Instructor Topics and Worksheet Time—continued

4. Creating Customer Loyalty—continued



### Assignment for Session 12:

**WORKSHEETS** Read and complete Session 11 worksheets.

**WRITE** First, complete all of the Session 11 worksheets. Then, using the *Writing Your Business Plan* page at the end of the Session 11 worksheets section, write **Section V. The Marketing Plan, Part C. Marketing Strategies** (the last subheading of **Customer Service**). Follow the instructions on the *Writing Your Business Plan* page.

**TEXT** Read all of the material in **Session 12: Where's the Cash?**