

Sales & Service Project Overview: Mentor Guide

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Sales and Service Project Overview

About this Project

Logistics and Distribution is a career exploration project for high school students. It uses a problem-based approach to teaching which heavily involves students in the teaching-learning process by giving them a real problem to research, discuss, and solve. Students learn about the role of Sales and Service within the transportation, distribution, and logistics sector and then are given a real-world problem to solve.

Your role in this effort is one of guide or mentor, rather than one of lecturer. As with all learning, student success is directly related to how much they get involved in the problem... the more involvement... the more learning.

Project Goals

The major goals of the project are to:

- Provide students with an orientation to career opportunities in Sales and Service within the transportation, distribution and logistics career cluster.
- Provide students with the necessary career exploration experiences to students for them to decide whether they wish to explore these career opportunities further.
- Provide students with an orientation into how these careers relate to all aspects of the transportation, distribution and logistics industry.
- Demonstrate the application and integration of academic subjects as well as problem-solving, teamwork, computer, and learning skills in real-world workplace applications.

More specific learning objectives are presented at the beginning of each learning module.

Project Outline

This Sales & Service project is divided into seven modules. These modules are:

- Module 1 Sales & Service
- Module 2 Site Tour
- Module 3 Session for SSI Discussion
- Module 4 Session for Analysis
- Module 5 Writing Business Reports
- Module 6 Making Business Presentations
- Module 7 Company Presentation and Discussion

Each module is designed as a separate set of learning activities that builds on previous modules. Each module has the following structure:

- **Objectives:** Each module begins with a set of learning objectives. This is the expected learning outcome of the module based on the readings and class discussion and activities. It provides the basis for the assessments in Appendix C.
- **Readings:** Each module starts with short introductory readings on the module topic. These readings are designed to provide the basis for group discussion and problem-solving activities.
- **Activities:** Each unit provides group activities that are designed to show students how to apply concepts and skills in solving problems.

Support Materials and Resources

You should have the following support materials and resources for this project:

- Mentor Guide
- Student Guide
- SSI Reports

Introduction to Problem-based Learning

Problem-based Learning

Most schools, teachers, and parents want students to become effective problem solvers by the time they graduate from our schools. Problem-based learning is an instructional approach that is designed to help us meet this goal.

Problem-based learning is an instructional approach that recognizes two educational outcomes as critical to the development of effective problem solvers. The first outcome is the acquisition of knowledge and skill. The second outcome is the high quality use of this knowledge and skill to solve problems.

The ability to develop new knowledge and use it effectively when faced with real-world problems is what distinguishes expert problem-solvers from novice ones. These characteristics also are what distinguish problem-based learning from rote, heuristic-based methods of problem solving.

Problem-based learning involves both the acquisition of knowledge and experience in working on real-world, ill-structured problems. At the core of problem-based learning are: (1) the ill-structured problem, and (2) a coaching relationship between teachers and students. Let's look at each of these elements.

The Ill-Structured Problem. Following are characteristics of ill-structured problems from the real world.

- They're messy and incapable of being fully understood when first met.
- They require investigation to gain more information to help clarify the problem and its possible solutions.
- They change as more is discovered through data gathering and critical thinking.
- They defy solution by simple formula.
- They demand a continuing reevaluation of the fit between a problem definition and a solution. Even after a solution has been carefully developed, good problem solvers recognize the tentative nature of their solutions because all pertinent information is rarely identified and uncovered and better solutions can always be found given more time, expert assistance, and information.

Students meet such a problem at the very beginning of this unit and problem solve their way to a solution. Along the way, they gather important information, learn how information can be accessed, use information to think critically about the problems, and build solutions that are ethical and effective.

The Teacher as Mentor and Coach Problem-based learning is **not** non-directed teaching. The teacher/mentor creates the environment of the ill-structured problem and uses it as context for learning. The teacher's commitment to and skill in using effective mentoring and coaching techniques is critical in making problem-based learning work.

Students do not progress from novice toward expert problem solvers by watching teachers solve problems. Nor does much help come from having students read or hear about how other people solved problems. Students learn to solve problems by actually solving problems with guidance and coaching.

Teachers as mentors and coaches do not direct and demonstrate. Rather, they challenge, suggest, probe, and consult when students need guidance. They also provide expert guidance and information if and when students see the need for assistance in solving problems.

Module 1

Sales & Service

Module 1

Sales & Service

Objectives

To determine dealership principle needs to improve SSI.

For the past 13 years, the Sales Satisfaction Index has provided the automotive industry with a comprehensive analysis of new-vehicle buyer's evaluations of their purchase experience and has guided automotive manufacturers in understanding the needs of customers and improving the sales process. Improved SSI scores means an increase in sales.

Activity

After completing this activity, you will be able to:

- List major problems that occur frequently
- Identify why customers were unsatisfied
- Provide suggestion to improve SSI
- Create action plan to improve SSI

Activity

Have students discuss the following, together or in their groups:

1. Explain and Understand SSI reports.
2. Analysis of what effects a SSI report.

Module 2

Site Tour

Module 2

Site Tour

Preparing for the Site Visit

Ask your students to read the tips in their student guides and the question in their Student Log Books

Then, ask them to review their questions and write down their questions in their Student Log Books.

Activity

Break students up into their groups and have them practice their questions with other students.

1. Ask your teacher and other students your questions and ask them to tell you whether they understand your question and how you could say it better when you get to the dealership.
2. Visit the groups and give feedback on the content of their questions and their delivery.
3. Students should each be able to state one question clearly

After the Site Visit

After the site visit, students will have more information.

Make sure that each group writes out their notes as soon as possible after the site visit.

Have students revise their work sheets following the three-step process in their student guides.

Activity

Student group activities are the following.

1. Revise your work sheet and write down your revised list of what you know and what you don't know.
2. Make a list of questions you need to answer and what you need to do to get your questions answered. Set some priorities and determine what you need to get answered first.

Module 3

Sessions for Service Satisfaction Index

Module 3

Sessions for Service Satisfaction Index

Objective

When you finish this activity, you will be able to:

- Explain what an SSI Report is.
- Explain what affects an SSI Report.

Activity

With your group, discuss the following:

1. Read and examine actual SSI Reports.
2. Note exceptional reports that deviate both ways from the norm.
3. List job descriptions of various careers involved with the SSI Report.

Module 4

Sessions for Analysis

Module 4

Sessions for Analysis

Objective

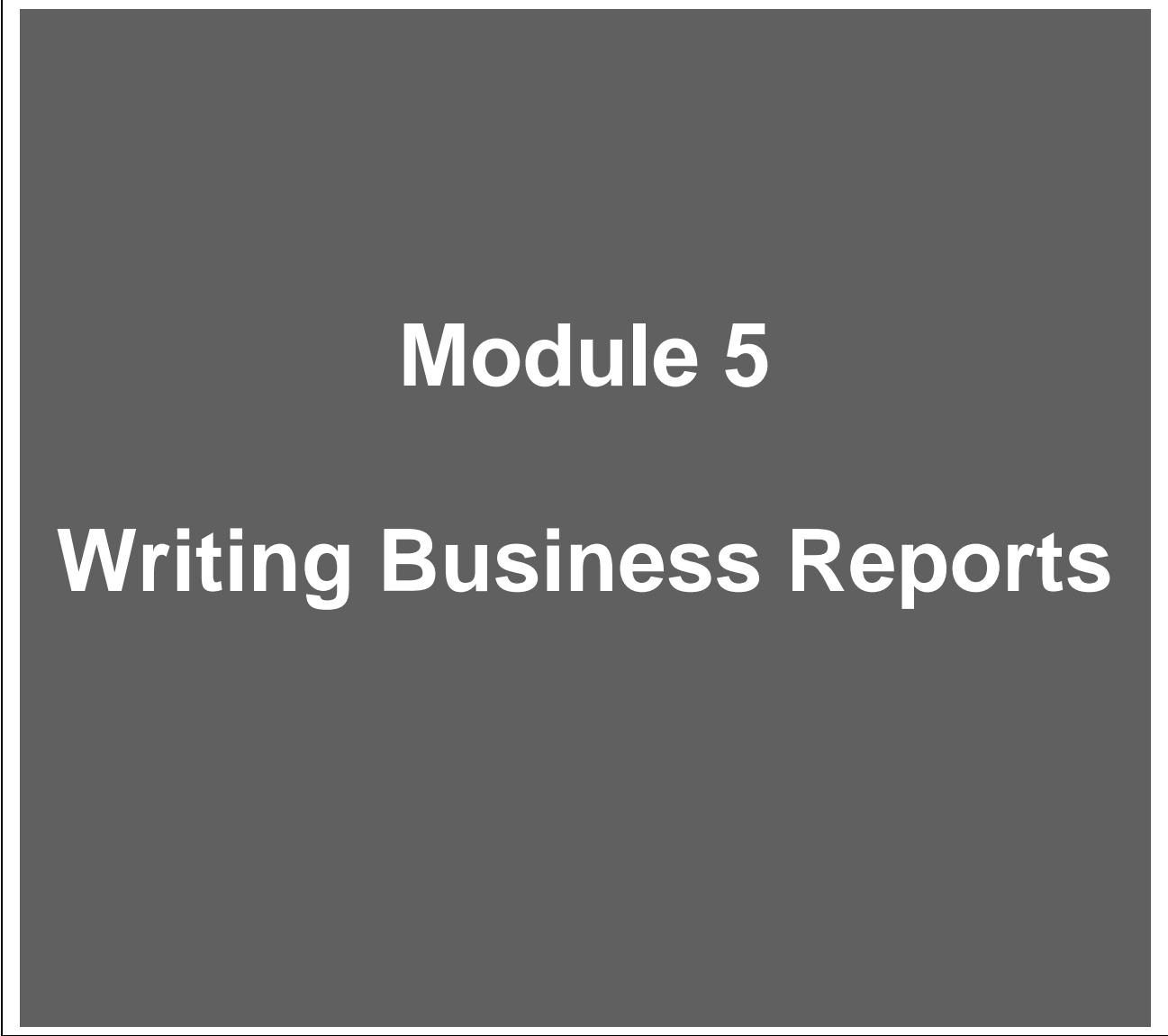
When you finish this activity, you will be able to:

- Explain what an SSI Report is.
- Explain what affects an SSI report.

Activity

With your group, discuss the following:

1. Read and examine actual SSI Reports.
2. Note exceptional reports that deviate both ways from the norm.
3. List job descriptions of various careers involved with the SSI Report.



Module 5

Writing Business Reports

Module 5

Writing Business Reports

Objective

When you finish this activity, you will be able to:

- List major problems that occur frequently.
- Identify why customers were dissatisfied.
- Provide suggestions to improve SSI.
- Create action plan to improve SSI.

Activity

With your group, discuss the following:

1. Use computer technology to interpret and analyze SSI reports.
2. Use SSI reports and knowledge of the operation of a dealership to implement a plan to improve SSI reports.
3. Use computer technology to create a business presentation to provide suggestions to the dealership on how to improve their SSI reports.

Module 6

Making Business Presentations

Module 6

Making Business Presentations

Objective

When you finish this activity, you will be able to:

- Present a business presentation.
- Identify and describe the major factors that determine service performance and customer satisfaction.
- Explain the potential impact of economic trends on service performance.
- Describe the major types of data and methods used to evaluate sales, growth and service improvement opportunities.

Activity

With your group, discuss the following:

1. Provide the dealership with a completed business presentation with suggestions on how to improve SSI.



Module 7

Company Presentation & Discussion

Module 7

Company Presentation and Discussion

Company Presentation and Discussion

Have the business partners discuss and evaluate the presentation. Discussion and questions for the students should follow the business presentation.

Activity

1. Did the presentation cover all of the dealerships concerns on improving SSI reports?
2. Did the presentation address all of the objectives?
3. Are the suggestions from the presentation economically feasible?

Appendix A

Problem Statement and Problem Expansion

Problem Statement

We are the automotive dealership faced with a growing number of customer complaints. There is a need to improve the Service Satisfaction Index (SSI) to meet or exceed manufacturer's standards while maintaining cost control. We have four weeks to develop and provide a suggested implementation schedule for the purpose of increasing the SSI.

Students Questions and Company/Project Team Answers

Here are the expected questions and responses.

1. Did the presentation cover all of the dealerships concerns on improving SSI reports?
2. Did the presentation address all of the objectives?
3. Are the suggestions from the presentation economically feasible?
4. Are there any ideas on how to implement the suggestions made during the presentation?

Reponses should vary from business partners and students.

Appendix B

Problem Solution

Resources

Appendix C

Student Assessments