

Unit #4: Conflict Resolution and Sales Case Study

Sales: Conflict Resolution and Sales Strategies

You are to assume the role of marketing manager for Starline Mall, an 85-store enclosed regional shopping center. The store manager of one of the retail stores in the Starline Mall has asked you to meet with him/her to present a proposal about clarifying details on an upcoming mall-wide sales promotion.

Starline has experienced a decline in customer traffic due primarily to competition from a newly opened lifestyle shopping center, as well as from Internet sales. One of the multiple sales promotions mall management has planned to help attract customers is Pick Six, which will take place on one weekend next month. As part of the Pick Six promotion, customers will be given cards with six stars on them. The customer's task is to enter six different stores where the store cashier will stamp one of the stars on the card with their store's logo. No purchase is necessary (as required by law) to receive a store stamp on the Pick Six card. After receiving six different stamps, the customer may redeem the card to receive 20% off a purchase at any participating Starline store. In addition, all cards with six stamps will be entered in a draw where one lucky customer will win a five-day cruise for two.

Starline management believes that for Pick Six to be successful, all stores need to be participating. As of today, several have still not committed.

You are to meet with one of the store managers whose store is currently not committed to participating in the promotion. This store manager is very hesitant to have his/her store involved in this promotion because the store manager doubts that Pick Six can help increase the store's sales. The manager is angry about the idea of being "forced into a promotion", which he feels will not benefit his business. Your task is to explain to the reluctant store manager why he or she should participate in the mall-sponsored sales promotion.

You will present your proposal in that will take place in the store manager's office. The store manager will begin the by greeting you and asking you to explain the Pick Six promotion and its benefits. He will then have you answer the following questions:

1. What if a large number of the customers choose to redeem the card at my store for the 20% discount? This doesn't seem fair. If there a way to compensate any stores who end up giving most of the discounts?
2. If I choose NOT to participate in the Pick Six promotion, could my store be negatively affected?
3. How will the customer's receipt of a store stamp without making a purchase increase sales?

You overall objective is to complete the following:

- Have the store manager participate in the promotion.
- Answer his questions and concerns effectively.
- Develop your sales skills and use conflict resolution strategies and sals skills.
- Leave the manager with a positive attitude regarding the mall promotion.
- Be able to identify and explain strategies of an effect Sales Pitch.
- Be able to identify and explain Sales Techniques.