Creative art of selling and negotiating

‘The evolution of selling and negotiation’ Impacts of both enforced techniques from industry/theorists and also consumer demand for change. The report title allows you the freedom to develop your own train of thought in devising an individual, creative journey Consider changes to sales and negotiation techniques from 1920 to 2000.

You should NOT ATTEMPT to write a timeline of all techniques. Instead, after wider reading consider key impacts of change For example you may wish to give a brief overview of 1920 to 1960, and then focus on the latter part of the century for deeper investigations. In contrast to that, you may wish to research into the initial developments of selling and negotiation, and then only highlight the impacts of this upon later developments Your report should create an argument of some form For example you may wish to consider usefulness of techniques, comparing and contrasting usefulness to others? or argue that enforced techniques actually hindered sales opportunities in the past and that had consumer opinions been considered, then better methods could have been incorporated/adapted sooner? (These examples are for guidance only… Take your own journey!) The report topics will be covered in Lectures 2 – 5 At least 3 x business examples to support your statements At least 5 x Academic references At least 6 x Bibliography (Not the same reading materials as references) 2000 (+/- 10%) words. (The word count should ONLY INCLUDE the main body of the report, conclusion / recommendations and the executive summary) Typed - Font: Ariel, point 12, 1.5 line spacing The whole of the report MUST BE written in the 3rd person REPORT FORMAT OVERVIEW Title Page Executive Summary Contents Page Introduction Aims and Objectives Methodology Main Body of Your Report Conclusion/Recommendations References Bibliography Appendices (How to Write a Report can be seen on page: 39) (How to Harvard Reference can be seen on page: 41) ASSIGNMENT 1 REPORT MARKING CRITERIA What you will be marked on: The following sheet will be your tutors guide when marking your report:

Executive Summary achieved with consideration given to quality and effectiveness (5%)

Introduction, Aims and Objectives, Methodology all achieved with consideration given to lateral approach in planning and fluidity. (10%)

Independent research can be seen within the main body of the report, through citation of both academic material and industry examples, and which supports the writer’s ability to show a greater understanding of the topic content. (30%)

A lateral and creative approach has been undertaken within both the research and analysis, to achieve a fluid report which includes a high standard of individual analytical discussion and convincing arguments / statements. (30%)

Conclusion / Recommendations stem from main body of the report; Recommendations are developed from key findings within the report and they are justified. (15%)

 Correct report format as outlined in module guide; adequate & correct Harvard referencing (10%)