252193 FORMATIVE ASSESSMENT

Formative Assessment

Group exercise: Do research and distinguish between the different types of construction workers and give a short summary of their job description. Each learner in the group can receive an equal amount of construction workers and this can be added in your Learner Guide.

Formative Assessment

Individual exercise: Which types of construction workers will be needed for the following scenario? A customer who is a home owner decides that she wants to renovate her whole house. The house is about a hundred years old. The customer was advised that the following needs to be done on her house:

* Plumbing
* A new wooden floor
* New tiles in all the bathrooms and toilets
* The whole house needs to be repainted
* There is a huge tree in the backyard which causes a lot of leaves to fall into her swimming pool and it blocks the pipes
* Her whole kitchen has to be redone

Next to each job that has to be done in her house you must put the type/s of construction worker/s which is suitable to do the job.

Formative Assessment

Group exercise: What are the main differences between a customer and a prospect? Explain the relevance of the sales funnel regarding leads and prospects.

Formative Assessment

Individual exercise: Why is it important that the internal customers look after the external customers? What would the consequences be if this does not happen?

Formative Assessment

Group exercise: Why is it important to recognise and reward employees for exceptional performance and innovative ideas to improve customer service? What could the long-term benefits be to a construction business?

Formative Assessment

Individual exercise: What would the prospects be of a brick mason in the construction industry?

Formative Assessment

Group exercise: Why do you think it important to have customer’s details like surnames in alphabetical order? Motivate your answer.

Formative Assessment

Individual exercise: Give a summary of all aspects covered in Specific Outcome One. If there is anything you don’t understand or are not sure of, please ask your Facilitator to explain it to you. Remember that the Learner Guide is your property and you are welcome to make additional side-notes in it.

Formative Assessment

Group exercise: Give your understanding of the above model. Motivate your answer.

Formative Assessment

Group exercise: Which types of additional information can be added to the above table regarding the customers marketing databases? Motivate your answer on why you would add those specific additional information and what the benefit to the construction business would be.

Formative Assessment

Individual exercise: Explain the disadvantages of the above mentioned statement when an unhappy customer tells ten customers. Motivate your answer and find examples of incidents where a customer was unhappy and told ten or more people, and what consequences this had for the specific business.

Formative Assessment

Individual exercise: Think of everything that we have covered in Specific Outcome Two. If there is anything which you don’t understand or are not sure of, ask your Facilitator to explain it to you. It is important to understand the one Section before proceeding to the next Section.

Formative Assessment

Group exercise: What is the main role of the sales force? Can you think of more important roles that the sales force plays in a construction business? List it and discuss it with the rest of the class.

Formative Assessment

Individual exercise: What are revenue targets and why is it important in a construction business? Motivate your answer.

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Group exercise: Why would customers want a tract homebuilder to be financially strong? Motivate your answer.

Formative Assessment

On paper or using your computer come up with a form that includes all the possible information you might want to have on your current or future prospects and clients. Using a blank profile make notes for each item that includes:

* How you will obtain that information:  
  Is it something you can just come out and ask about upon first meeting the person? Is it information you can get from online or offline research (public records, newspapers)? Is it the type of information that you will develop over time as you meet with the client and do work for them (such as buying preferences and trends or personal information about family)?
* How you will use the information?  
  Is it something that will help you tailor direct mail or other advertising to that client? Is it information that can be used to build name recognition or goodwill (such as anniversary cards or business gifts tailored to their interests)?
* Formative Assessment
* Individual exercise: Explain the following statement: “The more specific a business is about what it has to offer and who its best prospects are, the better results the list broker will deliver to the business”.
* Formative Assessment
* Group exercise: What are the main differences between demographics, geographics and psychographics?
* Formative Assessment
* Individual exercise: Can you think of more criteria for segmenting? Add your findings to the above list and share it with the rest of the class.
* Formative Assessment
* Group exercise: Give examples of local marketing. Share your examples with the rest of the class.
* Formative Assessment
* Individual exercise: Give examples of “top of mind” awareness. Share your examples with the rest of the class.

Formative Assessment

Individual exercise: What type of plan would you have to reach those types of prospects that are qualified to buy from you if you include the important three steps? Use an example of a plumber in a construction business

Formative Assessment

Group exercise: What could the possible disadvantages be if you only depend on one method? Motivate your answer.

Formative Assessment

Group exercise: Give more examples of the benefits of the ideal prospect. Share your

examples with the rest of the class.

Formative Assessment

Individual exercise: Go through everything discussed in Specific Outcome Three and identify areas

In which you are not 100% sure of. Ask your Facilitator to explain it to you again.

Formative Assessment

Group exercise: Can you think of more examples of customer data to collect? Add your examples to the list and discuss it with the rest of the class.

Formative Assessment

Individual exercise: Give more examples of how to store customer data.

Formative Assessment

Group exercise: Under the section “whether or not they pay on time”, which other criteria can you check for? Motivate your answer and discuss it with the rest of the class.

Formative Assessment

Individual exercise: Go through everything discussed in Specific Outcome Four and identify areas which you are not 100% sure of. Ask your Facilitator to explain it to you.