

Name _____ Date _____

Marketing Essentials
Chapter 16 Using Math in Sales

eMarketing Worksheet Activity: QR Code—A Hardlink

Directions A QR Code is a barcode designed in a two-dimensional matrix in black and white that can be read by scanning it with a scanning device or a mobile phone equipped with scanning capabilities. QR stands for Quick Response. The QR Codes contain text with information pertinent to a product or a hard link to direct the user to a product's Web site. Work alone or in small groups to complete this three-part worksheet.

A. Research QR Codes Conduct research on the Internet to find a company that makes QR Codes.

1. Find examples of how QR Codes are used in business. Write a list of their uses.

2. Recall HCCBs and compare them with QR Codes. Write two to three sentences on the similarities and differences between the two devices.

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B. Using QR Codes in Business Complete the following chart by indicating how QR codes could be used in business.

Type of Business	How QR Codes could be used
Physicians	
Supermarkets	
Clothing Stores	
Appliance Retailers	
Movie Theaters	
Eye Glass Retailers	
Fast Food Restaurants	
Hair Salons	
Pharmacies	

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C. Sales Pitch and Mathematics Role Play Assume you are a sales representative for a company that makes QR Codes. You will be meeting with the owner or manager of one of the companies on the previous page. In preparation for your sales call, list the features and benefits of QR Codes for that business. Include specific examples of how QR Codes could help management and the company's bottom line. Include mathematical calculations using hypothetical figures to show how much money the company could save by using this new technology. Also be prepared handle an objection that asks: "Why invest in QR Codes instead of HCCBs?" Again use hypothetical figures to show the customer mathematically that there is a cost savings by going with QR Codes instead of HCCBs.
