





Name \_\_\_\_\_ Date \_\_\_\_\_

**C. Mobile Alerts and the Sales Process**

1. Recall: What are the steps in the sales process?

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2. Predict: When would a salesperson ask retail store customers if they would like to opt in to receiving the company's mobile alerts?

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3. Role Play: Play the role of a salesperson in clothing store. During correct step in the sales process you are to invite a customer to opt-in to receiving mobile alerts. Explain what mobile alerts are, how your company uses them, and the benefits of receiving them. You will be evaluated on your knowledge of mobile alert, your sales skills, and your communication skills.

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