

Code and name of activity:	AT_10_BA_AF: Sell it!
Competencies developed:	business awareness adaptability and flexibility
Time needed:	35 minutes
Number of observers:	1-2 persons
Materials:	paper and pen for each participant
Setting:	chairs and tables
Type:	pair work
Aim:	To provide feedback to participants on their business awareness and adaptability-flexibility.
Objectives:	By the end of the assessment day the participant should be able to identify the level of their competency in the field of “business awareness” and “adaptability-flexibility”.
Handouts:	AL_10_BA_AF: Sell it!– 1/pair or can be projected
Observation sheet:	AO_10_BA_AF: Sell it!– 1 /group
Short description:	A role-play where the shop assistant wants to sell the goods and the buyer wants to make a deal.
Alternative activities:	none

Rationale:

The ability to get on the same wavelength with the customer is an important ability if a person is working in the trade and service business sector. The ability to tune into another person’s wavelength needs adaptability and flexibility in order to be able to maintain the integrity of own needs and goals while taking the other person’s needs and wants into account in the process of finding a compromise. These attitudes and skills are important facets of entrepreneurship competencies.

Step-by-step description of activity:

1. This activity is best done after the trainer knows the group a little bit - as it is best if persons with same energy-levels form a pair - which helps to balance the role-play.
2. **In preparation** for the activity create a poster about the three different types of items the assistant can choose from. Our suggestion is e.g. mobile phone, tablet, household appliance - but anything the majority of the group may be interested in can be a possible item for purchase. (The only reason for restricting choices is so that difficult situations are prevented - and it also helps some less creative pairs).
Instead of photocopying task descriptions the trainer might want to substitute this by projecting it for the whole group.
3. Form pairs (it can be done on the basis of personal preference - but note that it is preferable to have persons with same energy levels forming the pairs). The pair should sit together and each participant should get a paper and pen.
4. Introduce the activity:

One person will be the shop assistant, the other will be the customer. It is up to you to decide who will be who.

As a shop assistant it is a good idea to choose an item for sale that you know quite a bit about. Share your choice with your pair who will be the customer in the role-play. You will get 10 minutes to gather your thoughts. As a shop assistant you should write down all the arguments for and against the particular item you want to sell. As a customer you should try to formulate questions regarding the characteristics of the item.

As a shop assistant your goal is to sell the item - as a customer your goal is to get the best deal possible. You will have a maximum of 5 minutes for role-playing the situation.

5. When the 10 minutes are up, remind participants to write their names on the piece of paper. Seat the participants in a semi-circle and at the open end form a little stage where the participants can role-play as their turn comes. Each pair has a maximum of five minutes.
6. Ask the first pair to come to the stage and perform their role-play. Ask them to introduce the game by telling the audience what type of shop they are in - and what the item is they are talking about.
Allow a maximum of 5 minutes for role-play. At the signal of the trainer the participants have to stop the role-play. The trainer should then collect the papers. And ask for the next pair to come.
The role-play should last 2 minutes at least. If necessary, the trainer should help by asking a question.
7. Continue calling the pairs until every pair has had their turn.
8. Group discussion:
 - How did you decide who will be the shop assistant and who will be the customer?
 - Which part of the task was the most challenging as a customer and as a shop assistant?
 - Which part of the role-play was the most challenging as a customer and as a shop assistant?

Observer activities:

- Use the observation sheet during the time participants are working, as well as during the group discussions (AO_10_BA).
- **Award a point to the participant for the given characteristic by circling the point for the given behaviour if observed! When finished add the points per area of competence.**

Please put into each participants' personal portfolio all artefacts that are the outcome of this activity.