E-commerce CD Scripts

Lesson 7

ACTIVITY TITLE: The Art of Salesmanship

FRAME 1: Password Frame

Elements: Password Field with button, Exit button

FRAME 2:

The art of salesmanship is probably the cornerstone of the business world. Success in any enterprise – whether online or traditional - demands that you be able to sell more or provide more than the competition. Anyone can make a sale, even someone with the least amount of skill, but a great salesperson knows that it takes more than marketing skills to turn a mediocre product into a recognized brand. We only need to look at history to learn that passion is equally as important as knowledge about your product. For proof, we turn to the life of one of history’s most famous salesmen: Charles H. Taylor, or, as you may know him, Chuck Taylor.

Elements: Text, graphics, Next button, Exit button

FRAME 3:   
Main Activity Page:

Instructions:

Developer Instructions: Please create a presentation with the write-up for the text content plus the following illustrations.