

Final Project (400 points)

The following assignment must be completed in full and secured in the order provided. All lists need to be numbered. Incomplete work in any of the 10 parts will significantly affect your final grade.

The company you have chosen has asked you to make a sales call with professional looking documents.

1. Provide a letter of introduction for your first client
2. Provide a product fact sheet
 - a. List and explain 10 relevant facts that the customer will be interested in to handle their current wants and needs
3. Provide a company fact sheet
 - a. List and explain 10 relevant facts on why this is a good company for this client to build a relationship with
4. Provide a personal product fact sheet
 - a. List and explain 10 relevant facts on why they should trust you and want to build a relationship with you
5. Provide a market fact sheet
 - a. List and explain 10 relevant and unique characteristics about the target market
6. Anticipated questions
 - a. What are the top 10 anticipated questions from the client
 - i. The very important ones, not generic
 - ii. Provide justified answers to those questions
7. Cover letter specifically designed for the company that will hire you.
8. Resume specifically designed for the company that will hire you
9. Personal Product Analysis
10. Company Research Analysis