

UNIVERSITY OF WINNIPEG

Rhetoric 1105-(3) 021

The following assignments account for 25% of final grade.

Final group folders due March 16, 2015 (all five (5) assignments are to be submitted by each group in an 8x12 folder)

Company Situation 1: Cell Phone Company

Centurian Cellular Phone Company has 864 employees in total across Canada at 21 locations with head office in Toronto. Each of Centurian's 21 retail locations has store managers whom report to head office in Toronto. The cellular phones Centurian sells are manufactured in China and then resold in Canada under the label name Centurian Cell Phones.

Centurian customers at one of the 21 locations recently started returning a disproportionate number of cell phones due to malfunction/inoperability for unknown reasons. At the disproportionate return location the return rate is 13 of the last 122 cell phones.

Job Description for Centurian Cellular Phones: Entry Level Sales Position

The incumbent must be presentable, well mannered, personable, and take direction from superiors well.

Job Task list includes:

- Order entry at the retail desk of new cellular phone purchases.
- Explain the cellular phone features.
- Phone prospective customers or contact them and follow up and determine if they have yet made a cellular phone purchase after shopping at the store and not yet purchasing.
- Periodic phone calls to Centurian customers to update company customer files and perform short surveys.
- Maintain a clean and organized work area.