**Project – Based Learning (PBL)**

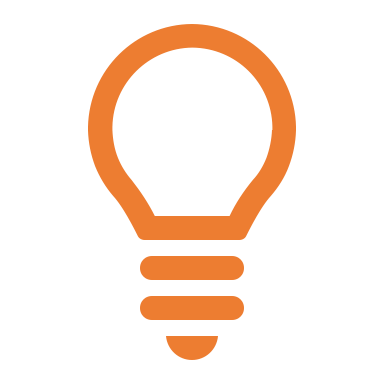
**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name: C1\_S2\_6**

**PBL title: The learner is expected to manage complex tools in order to create value and new opportunities**

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**Project Idea**

You are the owner of a travel agency. A client calls you to ask about a trip to the Maldives, all inclusive. The best date is July, for 7 days, a trip for two. Of course, an extremely important hotel standard, preferably four stars. When you answer that the cost of a trip in July, for two people, in the expected conditions, starts from 7,000, the client hangs up. At first you think everything is fine. The client asked a question about the trip, clearly defined his needs in terms of rest, you answered his question. But are you sure? Or maybe the conversation should have been conducted differently. Maybe something else should have been proposed if the price was too high? After all, there are many other travel destinations, perhaps a different date, an equally luxurious but cheaper hotel should have been proposed. If we think carefully, it can be concluded that the interview should be conducted differently, better to understand the client's needs, and thus sell the trip. It is worth asking about the budget that the client wants to spend, his expectations, and previous experiences. Prepare such a conversation using the paper neck. What questions will you ask when you research the client's needs in order to sell them a trip they will be happy with. Use the 3P method that will allow you to reach the customer's motivations when making a purchase.

**Ask 3 questions**: 1. What is important to you ?

2. What else is important to you ?

3. Is there anything else that is important to you?

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1. How can you create new sales opportunities for products or services?

2. How should a conversation be conducted with a client to get to know his needs and help him choose the right offer?

3. What should you pay special attention to when selling products or services?

**Driving Question(s)**



**Objectives**

* *Familiarizing students with the techniques of customer needs research.*
* *Acquiring skills in the proper research of needs.*



**Tasks**

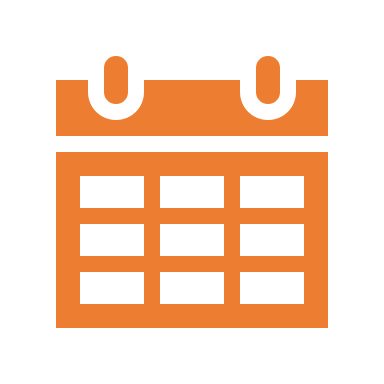
*• Use a piece of paper to prepare a conversation with the client, preferably in a team, when your colleague will be the client and you are the office owner and tour vendor.*

*• Beforehand, write down the most important elements on a piece of paper that you want to pay attention to in the conversation, how will you properly examine the client's needs?*

*• Let your colleagues be listeners of this transaction and assess whether you have properly researched the client's needs and whether they were the basis for his decision.*



**Notes**



**Project Plan**