

AGB 309: HW #1

You may complete this project in groups of 4's. A pdf document must be uploaded by one of the group members by Wednesday 1/24 at 11:55 pm on PolyLearn. The names of all group members must be on the submission.

In class we discussed the importance of the website in online wine sales. For this assignment, you must choose 6 winery websites that allow online sales: four in Australia and two in the U.S. (You will probably actually visit more).

Spend about a paragraph answering each question, comparing between the Australian and U.S. websites and using terminology from class.

- 1) Describe your 6 websites. What audience do these websites seem to cater to? Do these websites "hook" the reader in any way? (I.e. Do they use any gimmicks or methods to catch your attention?)
- 2) Is there a preferred design style among the companies you researched? Are there any design styles you found particularly good or bad? Give examples.
- 3) Do they have additional social media profiles? How are they integrated into the website? How effective do you view this strategy?
- 4) Go as far as you can without making a purchase. How do the companies set up the ordering process? How do the companies ask you to pay for the product? How do the companies handle security of payment?
- 5) How do they differentiate themselves from the competition? What are the companies' policies on unsatisfied customers, or customers that want to return their products?
- 6) How do the distinct style choices affect the propensity to buy? Which of these websites would you be most likely to use for your purchase? Why?

AGB 309: HW #2

You may complete this project in groups of 4's. A pdf document must be uploaded by one of the group members by Wednesday 2/7 at 11:55 pm on PolyLearn. The names of all group members must be on the submission.

Sales best practices are developed through years of experience, research and training. An important resource for insights into consumer behavior is the academic experiment. For this assignment, you must identify an experiment (from 2007 or later) in the area of behavioral economics, psychology, neuropsychology, neuroeconomics or consumer behavior.

You are expected to be able to:

- 1) Describe the experimental design, including the treatment and control groups or randomization element. You will need to find the original source study, not just articles describing it.
- 2) Explain the results and the corresponding implications for sales. (*Note: If your answer is "none" then you need to choose a different study*).
- 3) Detail how this relates to at least three different principles from *How to Win Friends and Influence People*. Be specific.
- 4) Assess the experimental design. What was impressive? What is one thing you might do differently/add. State any concerns you may have with fully relying on these results when it comes to sales call strategy.

Make sure to cite all your sources.