

# BTS NÉGOCIATION ET DIGITALISATION DE LA RELATION CLIENTS

ANGLAIS OBLIGATOIRE

SESSION 2023

## MISE EN SITUATION 1 : MARSHALLS



### Marshall Woburn II Wireless Bluetooth Speaker Black, - New

Visit the Marshall Store

★★★★★ 1,258 ratings | 92 answered questions

Amazon's Choice for "bluetooth speaker marshall woburn"

-18% \$449<sup>99</sup>

List Price: \$549.99

\$187.01 Shipping & Import Fees Deposit to France [Details](#)

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Color: **Black**



Brand	Marshall
Model Name	Marshall Woburn II
Speaker Type	Woofer
Connectivity Technology	Bluetooth, 3.5 mm Input, RCA Input
Special Feature	Noise Cancelling, Touch Panel, Ultra Portable Bluetooth Speaker, Lasts 8-10 hours with single charge

- Larger than life sound - with high trebles, handles low base with ease and clear mid range.
- Wirelessly connect with Bluetooth 5.0 and aptX technology provides lossless wireless sound at a range of up to 30 feet while maintaining connectivity.
- Customize your sound - fine-tune your music to meet your requirements. Just use the Marshall Bluetooth app or the analogue controls on your speakers top panel to perfect your sound according to the room you're in.
- There are more ways to connect than just Bluetooth 5.0. Plug into the RCA or 3.5 mm Input for an analogue listening experience.
- In addition to the analog control knobs, you can use the Marshall Bluetooth app to customize your listening experience or control the music you're listening to.
- Iconic Marshall design.
- Covered by the Zound Industries USA Inc. one-year Limited Warranty. Additional terms apply.

**SITUATION:**

You work as a sales advisor at Marshall. Best Buy, an American consumer electronics retailer, has bought a stock of Marshall Woburn II Wireless Bluetooth speakers to launch this new product in its Midwestern state stores.

You are asked to make a presentation of the product to the store managers so as to promote it. You will:

- Identify your customer base.
- List the assets of the product.
- Suggest different ways to promote it