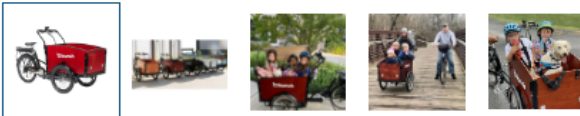


# BTS NÉGOCIATION ET DIGITALISATION DE LA RELATION CLIENTS

ANGLAIS OBLIGATOIRE

## MISE EN SITUATION 2 : BUNCH BIKES

SESSION 2023



### The Original 3.0 - Electric Cargo Bike

★★★★★ 200 reviews

Skip the traffic. Soar past the carpool line. Forget finding parking. Fill up on giggles, not gas. It's the school running, kid hauling, grocery getting, beach cruising, life changing fun machine from Bunch Bikes!

We're proud to introduce the Bunch Original 3.0: Updated components on our flagship model, including improved display and controls, more comfortable saddle, flat-resistant tires... and those **long-awaited color options!**

Transform your daily routine into a joyful outdoor adventure. With super easy steering and a powerful electric assist, the Bunch Bike makes your family life easier, more sustainable, more accessible, and more fun.

Shipping: **\$199. Arrives Fully Assembled**

*Bikes ordered today will ship next business day. Delivery within 1-2 weeks is likely, but can get a little unpredictable near the holidays!*

**\$4,285.00**

Starting at \$149/mo with **affirm**. Prequalify now

Color

Front Panel Option

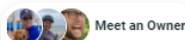
Quantity

Buy Now



Quantity

Buy Now



### **SITUATION:**

You are a sales representative for Bunch, an American company that is specialized in family cargo bikes. The brand has decided to open a new store on the French Riviera. The aim is to develop this means of transport and convince your customers this may be a new option to travel. You can also present the product as a permanent option to go greener.

Identify your customer base and prepare your arguments.

### **Use the following hints:**

- The advantages of the product
- The different possible uses
- The environmentally-friendly aspect
- The possibility to customize it by choosing different options
- The availability