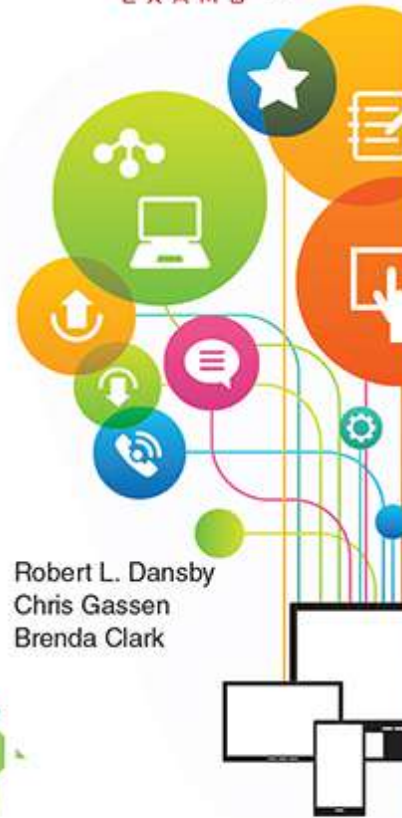


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Principles of Business, Marketing, and Finance

PRECISION
EXAMS



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13

Selling

Section 13.1

Role of Sales

Objectives

- **Discuss** the value of personal selling.
- **Describe** ways to prepare to sell.
- **Explain** the steps in the sales process.

Key Terms

- personal selling
- telemarketing
- call center
- preapproach
- feature-benefit selling
- lead
- cold calling
- sales process
- approach
- service approach
- greeting approach
- merchandise approach
- combination approach
- substitute selling
- objections
- excuses
- close
- buying signals
- overselling
- suggestion selling



Essential Question

What steps do salespeople take to make a sale?

Personal Selling

- **Personal selling** is direct contact with a prospective customer with the objective of selling a product
- Business-to-business sales include government and institutions
- Typical B2B sales positions:
 - *Inside salesperson*: Communicates with customers via phone or e-mail
 - *Outside salesperson*: Visits customers at their places of business

Personal Selling

- Business-to-consumer sales may be in person or over the phone
 - **Telemarketing** is personal selling done over the telephone
 - **Call center** is an office that is set up for the purpose of receiving and making customer calls for an organization
- Real-time interaction between customer and salesperson via the Internet is also personal selling

Preparing to Sell

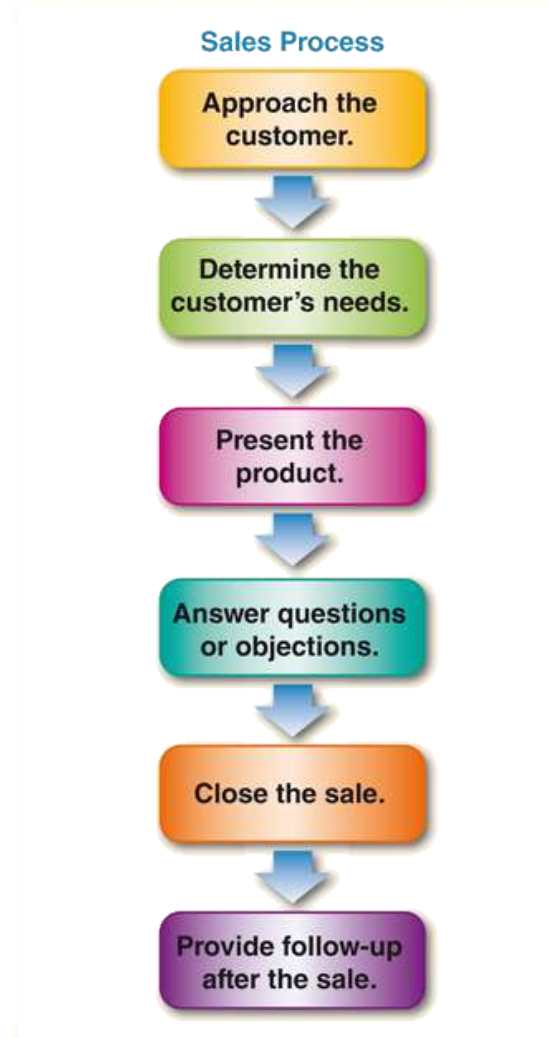
- **Preapproach** consists of tasks that are performed before contact is made with a customer
 - Product training
 - Identifying potential customers
- Product training
 - Salesperson must answer customer questions accurately
 - **Feature-benefit selling** is the method of showing the major selling features of a product and how it benefits the customer; *solution selling*
 - May involve formal training and certification

Preparing to Sell

- Potential customers are called **leads** or *prospects*
 - Used most often in B2B sales
 - **Cold calling** is the process of making contact with people who are not expecting a sales contact
 - *Qualifying the lead*

Sales Process

- **Sales process** is a series of steps to help the customer make a satisfying buying decision



Sales Process

- **Approach** is the step in which the salesperson makes the first in-person contact with a potential customer
 - **Service approach** starts with the phrase “May I help you?”
 - **Greeting approach** consists of a friendly welcome to the store or department
 - **Merchandise approach** starts with a comment about the product
 - **Combination approach** combines the greeting and merchandise approaches

Sales Process

- Determine customer needs
 - *Rational buying motives*: Based on reason
 - *Emotional buying motives*: Based more on feelings
 - *Loyalty buying motives*: Based on customer loyalty to a company



Sales Process

- *Observation* is first step in learning about customers
 - *Nonverbal communication* is the expression or delivery of messages through actions; *body language*
- The goal of *questioning* is to learn about customer needs and wants of different customers
- *Listening* combines hearing with evaluating

Sales Process

- Presenting product creates desire
 - Know which product to show customer
 - **Substitute selling** is the technique of showing products that are different from the originally requested product
 - Product presentation may be formal or informal
- Address customer questions and objections
 - **Objections** are concerns or other reasons a customer has for not making a purchase
 - **Excuses** are personal reasons not to buy

Sales Process

- The **close** is the moment when a customer agrees to buy a product
 - **Buying signals** are verbal or nonverbal signs that a customer is ready to purchase
 - **Overselling** is promising more than the product or business can deliver
 - **Suggestion selling** is the technique of suggesting additional items to go with merchandise
- Follow up after a sale to ensure customer satisfaction

Section 13.1 Review

1. What is the difference between B2B selling and B2C selling?

Business-to-business selling (B2B) is a business selling to another business. Business-to-consumer (B2C) selling is selling to consumers.

2. What are two tasks that are a part of preapproach in preparing to sell?

Preapproach tasks include product training and identifying potential customers.

Section 13.1 Review

3. List the six steps of the sales process.

The six steps in the process are approach the customer, determine the customer needs, present the product or service, answer questions or objections, close the sale, and follow up after the sale.

4. What are three ways to determine customer needs and wants?

There are three ways to determine customer needs and wants: observation, questioning, and listening.

Section 13.1 Review

5. Explain the purpose of following up after a sale.

The purpose of following up after a sale is to ensure customer satisfaction. One of the ways to keep customers is to follow up with them after a sale and make sure they are satisfied.

Section 13.2

After the Sale

Objectives

- **Explain** the importance of customer service to the success of a business.
- **Describe** the functions of a customer support team.
- **Explain** the role of customer service in handling customer complaints.

Key Terms

- customer service
- customer-service mindset
- transaction
- customer support team
- online support
- frequently asked questions (FAQ) pages



Essential Question

What is the benefit of providing customer service after a sale is closed?

Customer Service

- **Customer service** is the way in which a business provides services before, during, and after a purchase
 - *Quality customer service* meets customer needs, as well as the standards for customer service set by the company purchase
 - *Exceptional customer service* is service that meets and exceeds customer needs
- **Customer service mindset** is the attitude that customer satisfaction always comes first
- **Transaction** is the exchange of payment and product

Customer Support Team

- **Customer support team** consists of employees who assist customers, take orders, and answer questions that come into the company via phone or website
 - May ask for customer feedback
- **Online support** is information and resources available to customers through the Internet site

Customer Support Team

- Business website provides support resources 24/7
 - **Frequently asked questions (FAQ) pages** are the part of a website that gives detailed answers to questions or issues that show up most often
 - E-mail support
 - Product tracking
 - Online chat
- Social media allows direct handling of customer issues
- Discussion boards can be used by any customer or support staff

Handling Customer Complaints

- Be polite and friendly when greeting the customer
- Listen to the customer's issue
- Clarify the issue to be sure that it is clearly understood
- Offer solutions to the customer

Section 13.2 Review

1. What is the difference between *quality* customer service and *exceptional* customer service?

Quality customer service meets customer needs, as well as the standards for customer service set by the company. Exceptional customer service is service that meets and exceeds customer needs.

2. List examples of customer services provided after a sale.

Examples of customer services include vehicle repair and maintenance services, clothing alterations, appliance delivery and installation, and efficient order processing.

Section 13.2 Review

3. What kind of feedback might a customer support person receive from a customer?

The customer may be asked how he or she learned about the product that is being ordered. Customers may be asked about their likes and dislikes or what could be improved about the product.

4. List examples of online support that are commonly available through websites.

Common types of online support include FAQ pages, e-mail support, product tracking, and online chat.

Section 13.2 Review

5. What are the behaviors expected from customer service reps when handling unhappy customers?

Be polite and friendly when greeting the customer. Listen to the customer's issue. Clarify the issue to be sure that it is clearly understood. Offer solutions to the customer.