

Section 13.1

Role of Sales



What steps do salespeople take to make a sale?

Objectives

After completing this section, you will be able to:

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

Section 13.1 Review

Check Your Understanding

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

Answer: 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?

Answer: Preapproach tasks include product training and identifying potential customers.

3. List the six steps of the sales process.

Answer: 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?

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

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

Answer: 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.

Build Your Vocabulary

As you progress through this course, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add it to your personal glossary.

personal selling

Answer: Direct contact with a prospective customer with the objective of selling a product.

telemarketing

Answer: Personal selling done over the telephone.

call center

Answer: Office that is set up for the purpose of receiving and making customer calls for an organization.

preapproach

Answer: Tasks that are performed before contact is made with a customer.

feature-benefit selling

Answer: Sales method of showing the major selling features of a product and how it benefits the customer.

lead

Answer: Potential customer. Also called *prospect*.

cold calling

Answer: Process of making contact with people who are not expecting a sales contact.

sales process

Answer: Series of steps that a salesperson goes through to help the customer make a satisfying buying decision.

approach

Answer: Step in the sales process in which the salesperson makes the first in-person contact with a potential customer.

service approach

Answer: B2C approach that starts with the phrase “May I help you?”

greeting approach

Answer: B2C approach that consists of a friendly welcome to the store or department.

merchandise approach

Answer: B2C approach in which the conversation starts with a comment about the product.

combination approach

Answer: B2C approach that combines the greeting and merchandise approaches.

substitute selling

Answer: Sales technique of showing products that are different from the originally requested product.

objections

Answer: Concerns or other reasons a customer has for not making a purchase.

excuses

Answer: Personal reasons not to buy.

close

Answer: Moment when a customer agrees to buy a product.

buying signals

Answer: Verbal or nonverbal signs that a customer is ready to purchase.

overselling

Answer: Promising more than the product or the business can deliver.

suggestion selling

Answer: Sales technique of suggesting additional items to go with merchandise requested by a customer.

Section 13.2

After the Sale



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

Objectives

After completing this section, you will be able to:

- **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.

Section 13.2 Review

Check Your Understanding

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

Answer: 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.

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

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

Answer: 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.

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

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

Answer: 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.

Build Your Vocabulary

As you progress through this course, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add it to your personal glossary.

customer service

Answer: Way in which a business provides services before, during, and after a purchase.

customer-service mindset

Answer: Attitude of a business and employees that customer satisfaction always comes first.

transaction

Answer: Exchange of payment and product.

customer support team

Answer: Employees who assist customers, take orders, and answer questions that come into the company via phone or website.

online support

Answer: Information and resources available to customers through the Internet.

frequently asked questions (FAQ) page

Answer: Part of a website that gives detailed answers to questions or issues that show up most often.

Chapter Summary

Section 13.1 Role of Sales

- Personal selling is an important element in the promotional mix. It provides information that a marketing brochure or website cannot. Inside salespeople and outside salespeople provide personal selling in B2B sales.
- To prepare for selling, preapproach tasks must be addressed. Preapproach tasks include product training and identifying potential customers.
- The sales process is a series of steps that a salesperson goes through to help the customer make a satisfying buying decision. There are generally six steps in the process: approach the customer, determine customer needs, present the product, answer questions or objections, close the sale, and follow up after the sale.

Section 13.2 After the Sale

- Customer service is the way in which a business provides services before, during, and after a purchase. Customer service is provided in some form whenever any employee has direct or indirect contact with a customer. Businesses that are committed to the marketing concept focus their energies on the customer, including quality customer service.

- The customer support team assists customers, takes orders, and answers questions that come into the company via phone or website. Customer support may also get feedback from customers that can be used by marketing to track metrics, evaluate the success of a marketing campaign, or improve a product.
- Customer service reps are trained to be polite and carefully handle unhappy customers. They should follow company policies on addressing customer complaints, listen carefully to the customer, and offer solutions.

Review Your Knowledge

1. Discuss the value of personal selling.

Answer: Personal selling provides information that a marketing brochure or website cannot provide. A salesperson can persuade a customer to make a decision about how to meet a need or want. Personal contact can be important to a customer when making a buying decision.

2. How are sales leads generated?

Answer: Customer leads are generated in a variety of ways. Customers visiting a trade show may ask for someone to contact them about more information. People who visit a website or call customer support may ask for a salesperson to call them. Larger companies may have dedicated sales staff that generates leads. Some companies purchase names of potential sales leads. Most often, a combination of methods is used to generate sales leads.

3. List three sales approaches used in B2C sales.

Answer: Three types of approaches often used in a B2C are service approach, greeting approach, and merchandise approach.

4. List and explain three reasons why B2C customers buy a product.

Answer: Three buying motives are rational, which is based on reason; emotional, which is based more on feelings than reason; and loyalty, which is based on customer loyalty to a company.

5. When does *mental ownership* occur in the sales process?

Answer: Mental ownership occurs when the customer acts and speaks as if the product is already his or hers.

6. Explain the importance of customer service to the success of a business.

Answer: Company image is often projected through employee performance. Successful businesses expect quality service from their sales teams and also provide good customer service. Businesses that succeed in providing exceptional customer service develop a customer-service mindset in all their employees.

7. Why is order processing an important part of customer service?

Answer: An important part of customer service is efficient order processing. After the sale is complete, the product is transferred to the customer. In retail sales, the transaction happens immediately. The merchandise is carefully packed and the customer pays with cash, check, credit card, or debit card. Larger sales, such as an automobile, may require that the customer obtain loans. Good customer service is essential after the sale, as well as during the sale.

8. How does order processing for a B2B purchase differ from that of a B2C purchase?

Answer: In a B2C situation, the transaction happens immediately and the customer typically leaves with the purchase. A B2B sale involves a purchase order and delivery arrangements.

9. What is the advantage of using online chat for customer support?

Answer: An advantage to online chat support is that responses are immediate and problems can usually be solved quickly.

10. Give examples of common customer service problems.

Answer: Some common customer service problems include product is out of stock, store does not have the right size or color, salesperson does not speak the customer's language, customer becomes angry or upset over a store policy, and there is not enough staff available to efficiently help customers.

Apply Your Knowledge

1. Reflect on the last experience you had when shopping and needed the assistance of a salesperson. Did the salesperson provide you with important information? How would you rank the value of personal selling for the store in which you were shopping?

Answer: Student answers will vary. Evaluate each response individually.

2. In your own words, explain the selling process. In your opinion, what are some of the most important items a salesperson should remember about selling to a customer?

Answer: Student answers will vary. Evaluate each response individually.

3. Feature-benefit selling is an important approach that businesses use to help a customer understand why he or she should buy a specific product. Select a product with which you are familiar, such as a digital device. Make a list of the features and benefits of that product. Next, try to sell the product to your classmate. Were you an effective salesperson?

Answer: Student answers will vary. Evaluate each response individually.

4. Write a one-page summary of what you believe to be the difference between quality customer service and exceptional customer service. Provide at least two examples.

Answer: Student answers will vary. Evaluate each response individually.

5. Customer services are important to everyone who makes a purchase in a store or online. As a customer, which services are most important to you? List three services and describe why you chose each.

Answer: Student answers will vary. Evaluate each response individually.



You Do the Math

Problem Solving and Reasoning

In business and at home, you may be faced with checking the work of others. When presented with figures, it is often a good idea to check the solution for accuracy and effectiveness. For example, a business calculates the fuel economy of its delivery truck to be 19 miles per gallon. However, the fuel used on a 20-mile delivery run is four gallons. This means that either the calculation is incorrect or the reported usage is incorrect.

Solve the following problems.

1. A business sells 387 units for an average of \$27.48 each. It reports the gross sales are \$10,634.78. Is the reported sales figure correct?

Answer: $387 \text{ units} \times \$27.48/\text{unit} = \$10,634.76$

The reported sales figure is too high by \$0.02.

2. Harris drives 687 miles in 16 hours. He uses 18.5 gallons of gasoline. He states that his car gets 47 miles to the gallon. Is he correct?

Answer: $687 \text{ miles} \div 18.5 \text{ gallons} = 37.1 \text{ miles/gallon}$

No, he is not correct. His car actually gets 37.1 miles to the gallon.

3. A business spent a total of \$43.87 on office supplies in one month and has decided to wait one month to pay the charge. The credit account charges 19.7 percent on outstanding balances. The business estimates the finance charge will be \$2.25. Is this correct?

Answer: No, the estimate is not correct. The interest charge will be \$8.64.

$$19.7 \div 100 = 0.197$$

$$\$43.87 \times .197 = \$8.64$$