

# Marketing Essentials



## Chapter 12

### selling overview

#### Section 12.1 The Sales Function

#### Section 12.2 Sales Careers

# The Sales Function



## Before You Read

**REFLECT** When have you had to convince someone to do something?

## OBJECTIVES

- **Explain** the purpose and goal of the selling function.
- **Discuss** how selling is related to the marketing concept.
- **Describe** Customer Relationship Management.
- **Analyze** sales trends and techniques.
- **Summarize** sales management responsibilities.
- **Explain** legal and ethical sales issues.

## **THE MAIN IDEA**

The marketing concept comes alive in the sales function with the help of emerging trends and technology. Customer Relationship Management (CRM) and sales management efforts help to achieve the purpose and goal of selling.



# The Sales Function

## VOCABULARY

- customer relationship management (CRM)
- call report
- sales quota

# The Sales Function

## Graphic Organizer

Details on Selling and the Marketing Concept and Sales Management

### **Selling and the Marketing Concept**

Purpose and Goal

Sales Trends and Technology

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### **Sales Management**

Legal and Ethical Issues

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# The Sales Function

## Graphic Organizer

### Details on Selling and the Marketing Concept and Sales Management

#### **Selling and the Marketing Concept**

Purpose and Goal

Sales Trends and Technology

Web Sites & Social Media

E-Mail

Customer Loyalty Programs

Computer Software

Mobile Devices

Partnerships

#### **Sales Management**

Company Policies

Training

Compensation & Sales Quotas

Legal and Ethical Issues

Sales Pressure

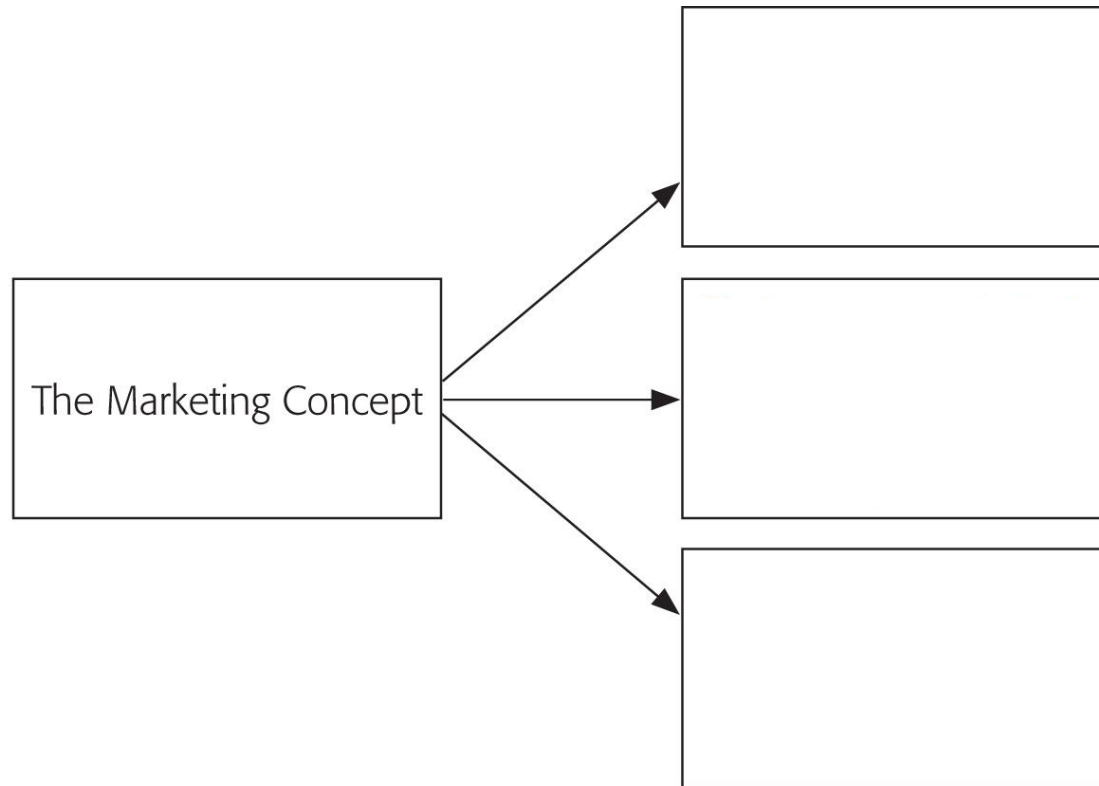
Sales Contracts

Sales Regulations

# The Sales Function

## Graphic Organizer

### The Marketing Concept

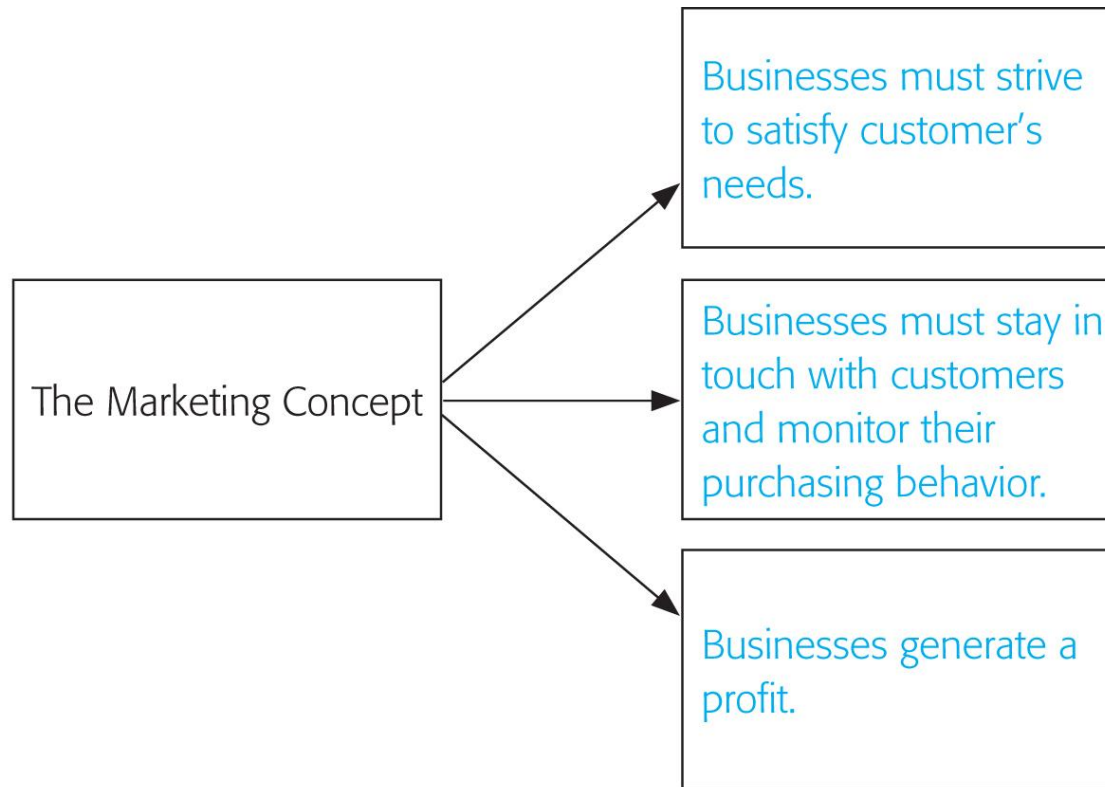




# The Sales Function

## Graphic Organizer

### The Marketing Concept



# The Sales Function

## Selling and the Marketing Concept

Purpose of Selling

**To help customers  
make satisfying  
buying decisions.**

Goal of Selling

**To create ongoing,  
profitable relationships  
with customers.**

**The marketing concept has created a  
customer-centered focus.**

# The Sales Function

## Selling and the Marketing Concept

**Customer relationship management (CRM) has flourished due to new computer technology.**



**customer relationship management (CRM)**

A system that involves finding customers and keeping them satisfied.

# The Sales Function

## Selling and the Marketing Concept

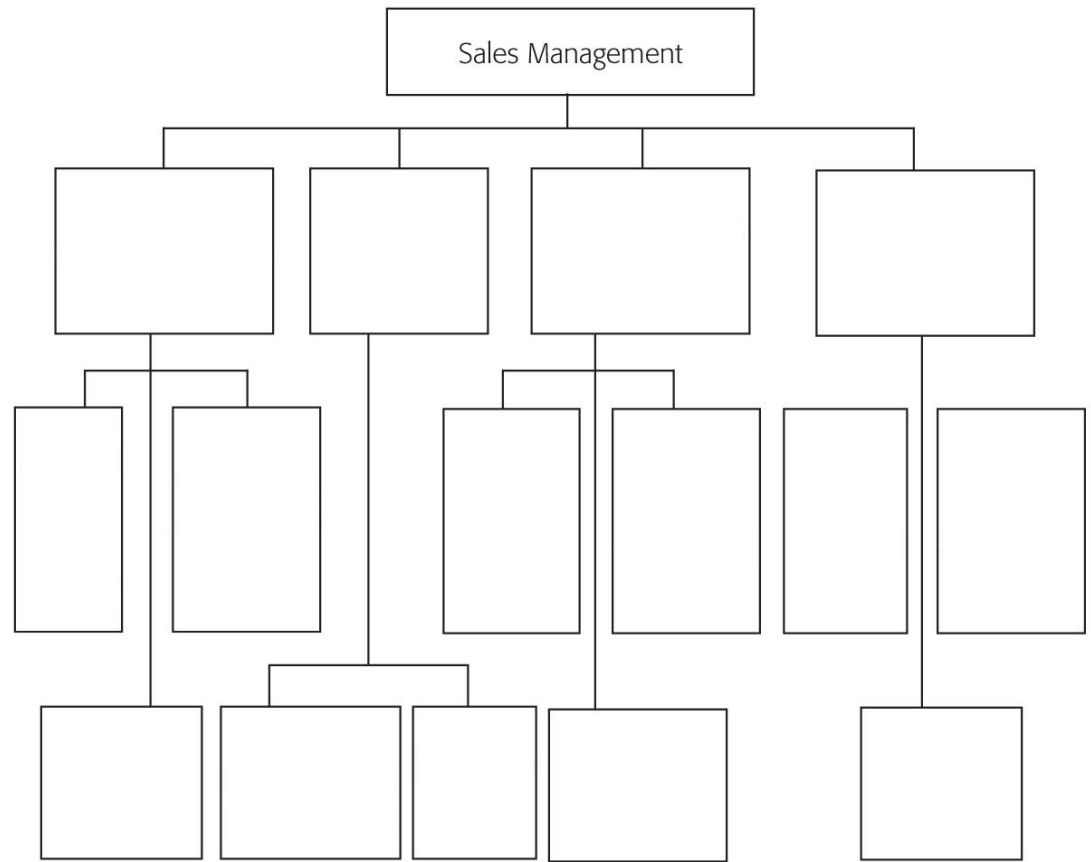


# The Sales Function

## Sales Management

Graphic  
Organizer

Four Concepts of  
Sales Management  
and Examples



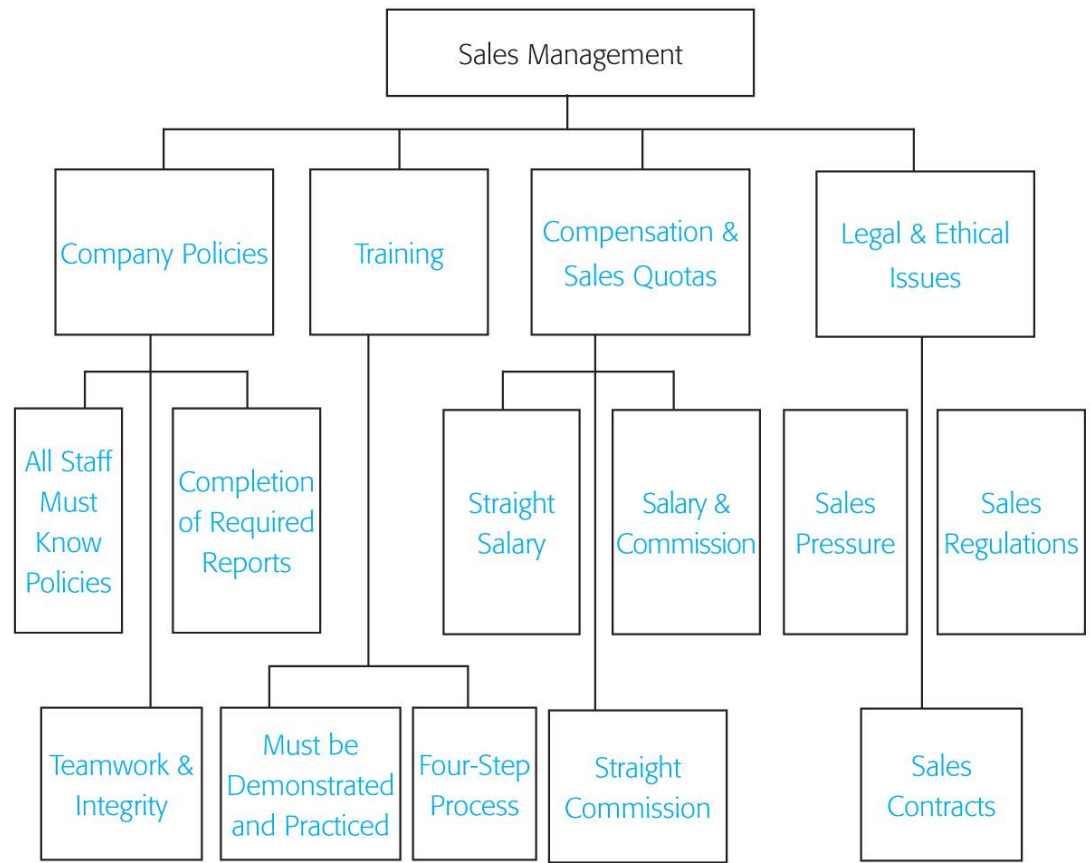


# The Sales Function

## Sales Management

Graphic Organizer

Four Concepts of Sales Management and Examples



# The Sales Function

## Sales Management

**Sales personnel may be required to complete call reports each time they visit a customer.**



### **call report**

A written report that documents a sales representative's visit with a customer, including the purpose and outcome of the visit.

# The Sales Function

## Sales Management

**Regardless of the method of compensation, sales managers often establish sales quotas.**

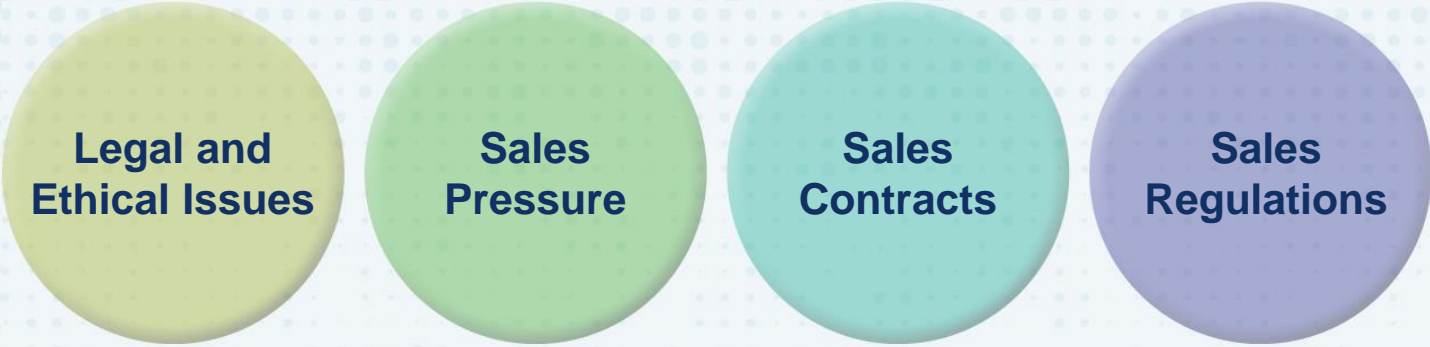
**sales quota**

A dollar or unit sales goal set for the sales staff to achieve in a specified period of time.

# The Sales Function

## Sales Management

### Sales Management Considerations



**Legal and  
Ethical Issues**

**Sales  
Pressure**

**Sales  
Contracts**

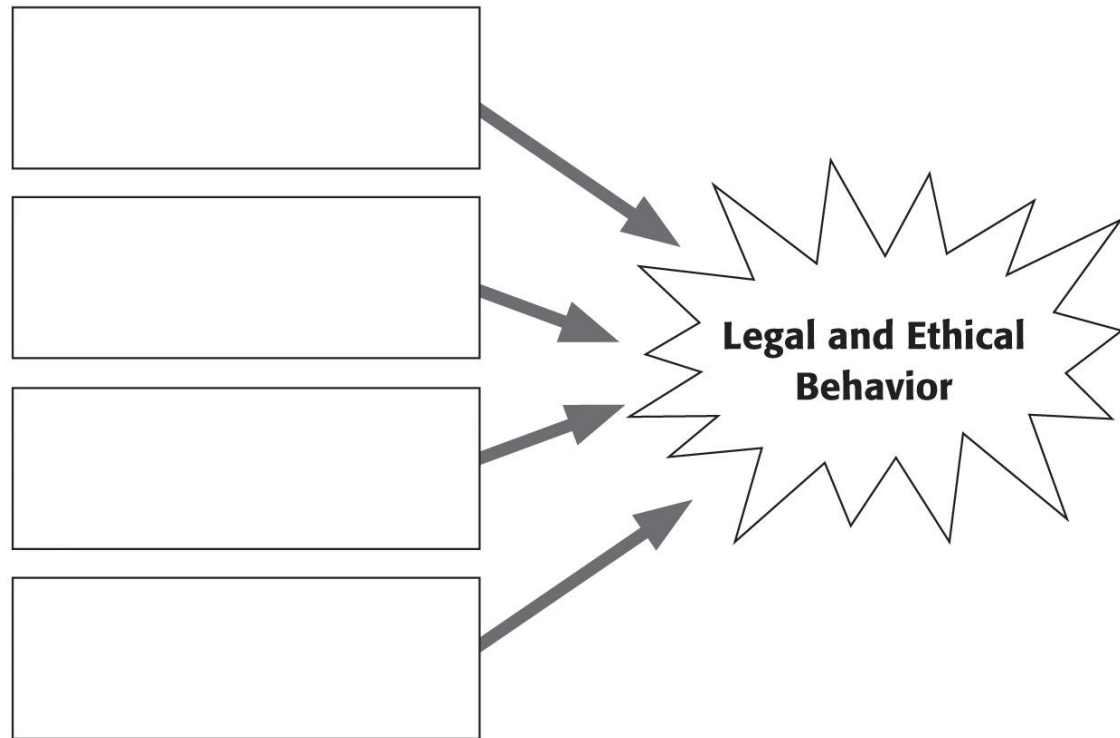
**Sales  
Regulations**

# The Sales Function

## Sales Management

Graphic  
Organizer

Examples of Legal and Ethical Behavior





# The Sales Function

## Sales Management

### Graphic Organizer

#### Examples of Legal and Ethical Behavior

Do not engage in hard-sell tactics.

Do not make promises you cannot keep.

Remember that sales orders and purchase orders are legal documents.

Follow all laws and sales regulations.

**Legal and Ethical Behavior**

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graph LR; A[Do not engage in hard-sell tactics.] --> D((Legal and Ethical Behavior)); B[Do not make promises you cannot keep.] --> D; C[Remember that sales orders and purchase orders are legal documents.] --> D; E[Follow all laws and sales regulations.] --> D;
```

# The Sales Function



## After You Read

## Section 12.1

### 1. **Explain** the purpose and goal of selling.

The purpose of selling is to help customers make satisfying buying decisions with the goal of creating ongoing, profitable relationships with them.

# The Sales Function



## After You Read

## Section 12.1

2. **Discuss** which trends and technologies help businesses with customer management.

Company Web sites, targeted customer e-mails, customer loyalty programs, computer sales software, mobile devices, and partnerships between businesses help with CRM.

# The Sales Function



## After You Read

## Section 12.1

3. **Explain** the role that sales management plays in the sales process.

Sales management establishes the guidelines and policies under which sales people function. Sales managers plan, organize, and control the sales function.



## Before You Read

**CONNECT** What type of product would you enjoy selling? Why?



## OBJECTIVES

- **Define** personal selling.
- **Identify** sales positions.
- **List** the steps in the sales process.
- **Analyze** how customers make buying decisions.
- **Evaluate** selling as a career option.

## **THE MAIN IDEA**

An understanding of the purpose of selling and the different levels of customer decision making can help salespeople determine how they will perform the steps of a sale.

## VOCABULARY

- personal selling
- organizational selling
- cold call
- telemarketing
- extensive decision making
- limited decision making
- routing decision making

# Sales Careers

## Graphic Organizer

### Sales Positions, Steps of a Sale, and Customer Decision Making

Sales Positions	Steps of a Sale	Customer Decision Making
Retail businesses	A–Approach N–Needs determined P– O– C–  S & R–	Extensive L R

# Sales Careers

## Graphic Organizer

### Sales Positions, Steps of a Sale, and Customer Decision Making

Sales Positions	Steps of a Sale	Customer Decision Making
Retail businesses	A—Approach	Extensive
Industrial businesses	N—Needs determined	Limited
Service businesses	P—Present the product	Routine
Telemarketing firms	O—Overcome objections	
Nonprofit organizations	C—Close the sale	
Internet companies	S & R—Suggestion selling & Build relationships	



## Personal Selling

What is personal selling?



### **personal selling**

Any form of direct contact between a salesperson and a customer.

## Personal Selling

Graphic  
Organizer

### Types of Sales Positions



## Personal Selling

What is organizational selling?



### **organizational selling**

Sales exchanges that occur between two or more companies or business groups.

## Personal Selling

What is a cold call?



### **cold call**

A sales visit without an appointment.

## Personal Selling

**The Do Not Call Registry  
has had an impact on  
telemarketing.**



### **telemarketing**

Telephone solicitation to make a sale.

## Personal Selling

The Steps of a Sale





## Personal Selling

### Customer Decision Making



#### **extensive decision making**

A type of customer decision making used when there has been little or no previous experience with an item offered for sale.



#### **limited decision making**

Used when a person buys goods and services that he or she has purchased before but not regularly.



#### **routine decision making**

A type of customer decision making used when a person needs little information about a product he or she is buying.

## A Career in Sales

### **Sales Career Benefits**

**Career advancement**

**Car allowances and expense accounts**

**Commission on sales**

**Benefits for being a top seller**

## A Career in Sales

### Characteristics of Successful Salespeople

**Honesty**

**Interpersonal skills**

**Problem-solving**

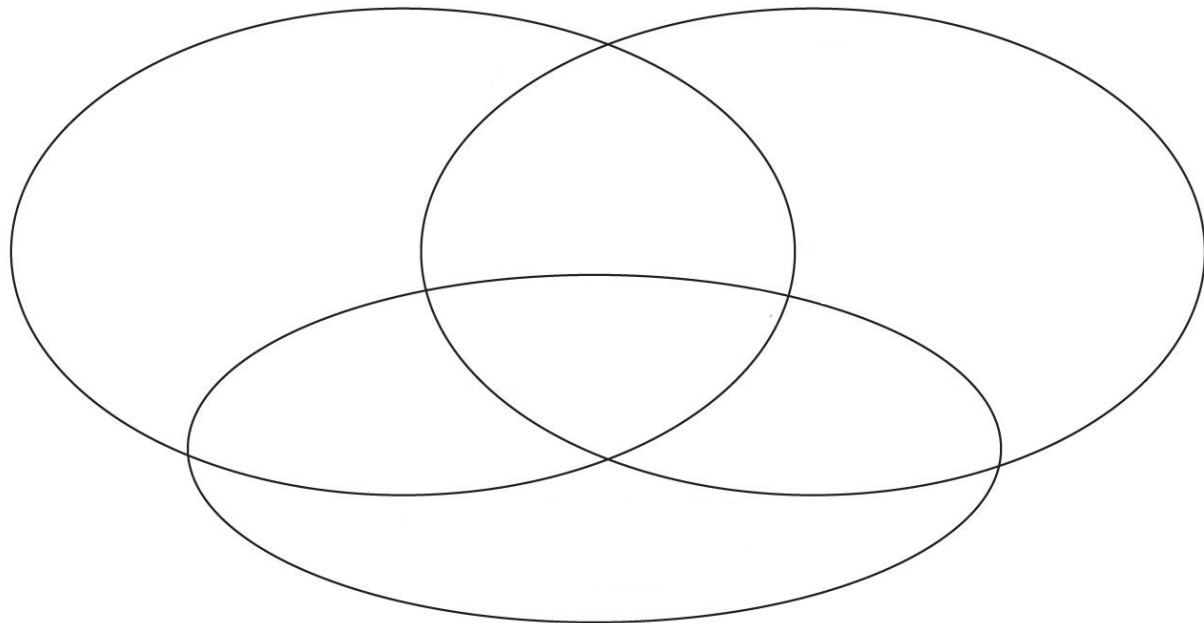
## A Career in Sales

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### Characteristics of Decision Making

**Extensive Decision Making**

**Limited Decision Making**



**Routine Decision Making**

## A Career in Sales

### Graphic Organizer

#### Characteristics of Decision Making

##### Extensive Decision Making

- Little or no experience
- High degree of perceived risk
- High value to the customer

##### Limited Decision Making

- Item has been purchased before,
- Moderate degree of perceived risk
- Customer needs some information

Results in a decision that meets the customer's needs and/or wants

- Item purchased regularly
- Low degree of risk

##### Routine Decision Making

# Sales Careers



## After You Read

## Section 12.2

1. **Explain** how personal selling differs from other forms of promotion.

Personal selling involves two-way communication between the buyer and seller; other forms of promotion are one way.



# Sales Careers



## After You Read

## Section 12.2

2. **Identify** the types of sales position in which a salesperson would visit a customer's place of business.

Field (outside) sales involves a salesperson visiting a customer's place of business. Manufacturing, wholesaling, and some service businesses employ field sales representatives.

# Sales Careers



## After You Read

## Section 12.2

3. **Discuss** the reasons why there are so many sales career opportunities in different types of businesses.

Since all companies make money by selling products and/or services, sales career opportunities can be found virtually everywhere. Because being a good salesperson requires specialized skills, there are always positions open for successful individuals.

# Marketing Essentials



## End of Chapter 12

### selling overview

#### Section 12.1 The Sales Function

#### Section 12.2 Sales Careers