

Marketing Essentials



Chapter 13

beginning the sales process

Section 13.1 Preliminary Activities

Section 13.2 First Steps of a Sale

Preliminary Activities



Before You Read

CONSIDER Do you think everyone who buys an item has the same reasons for buying it? Why or why not?

OBJECTIVES

- **Explain** how salespeople get ready to sell.
- **List** sources of product information.
- **Explain** feature-benefit selling and how it creates selling points.
- **Identify** consumer buying motives.
- **List** prospecting methods and explain how prospects are qualified.

THE MAIN IDEA

Getting ready to sell involves preliminary activities that help salespeople with the sales process, such as learning about the product, industry, and customer, to develop effective selling points.

VOCABULARY

- merchandising
- feature-benefit selling
- product features
- physical features
- extended product features
- customer benefits
- selling points
- buying motives
- rational motives
- emotional motives
- patronage motives
- prospect
- referrals
- endless-chain method
- cold canvassing

Preliminary Activities

Graphic Organizer

Outline of the
Preliminary
Activities
Associated with
the Sales Process

I. Getting Ready to Sell	II. Feature-Benefit Selling	III. Prospecting
A. Product Knowledge	A. Product Features	A. Prospecting Techniques
1.	1.	1.
2.	2.	2.
3.	3.	3.
B.	B.	B.
C.	C.	
	D.	
	E. Customer Buying Motives	
	1.	
	2.	
	3.	
	4.	

Preliminary Activities

Graphic Organizer

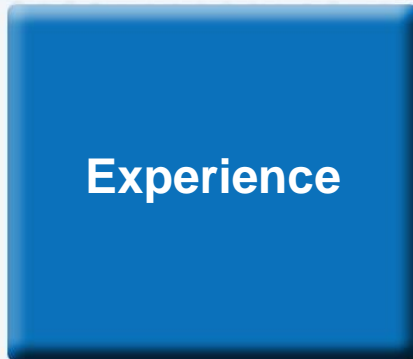
Outline of the Preliminary Activities Associated with the Sales Process

I. Getting Ready to Sell <ul style="list-style-type: none">A. Product Knowledge<ul style="list-style-type: none">1. Experience2. Published Materials and Web Sites3. TrainingB. Industry Trends and CompetitionC. Merchandising	II. Feature-Benefit Selling <ul style="list-style-type: none">A. Product Features<ul style="list-style-type: none">1. Basic Features2. Physical Features3. Extended Product FeaturesB. Customer BenefitsC. Selling PointsD. AdvantagesE. Customer Buying Motives<ul style="list-style-type: none">1. Rational Motives2. Emotional Motives3. Patronage Motives4. Multiple Motives	III. Prospecting <ul style="list-style-type: none">A. Prospecting Techniques<ul style="list-style-type: none">1. Customer Referrals2. Cold Canvassing3. Employer Sales LeadsB. Qualifying Prospects
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Preliminary Activities

Getting Ready to Sell

Product Knowledge



Experience



**Published
Materials and
Web Sites**



Training

Preliminary Activities

Getting Ready to Sell

Industry Trends and Competition

**Trade
Periodicals**

***Standard &
Poor's***

**Research
Competition**

Preliminary Activities

Getting Ready to Sell

Merchandising

Give-Aways

Signs and
Displays

Location



merchandising

Coordinating sales and promotional plans with buying and pricing.

Feature-Benefit Selling

What is feature-benefit selling?



feature-benefit selling

Matching the characteristics of a product to a customer's needs and wants.

Feature-Benefit Selling

Product Features



Basic
Feature

Physical
Features

Extended
Product
Features



product feature

Basic, physical, or extended attribute of a product or purchase.



physical feature

Tangible attribute that helps explain how a product is constructed.



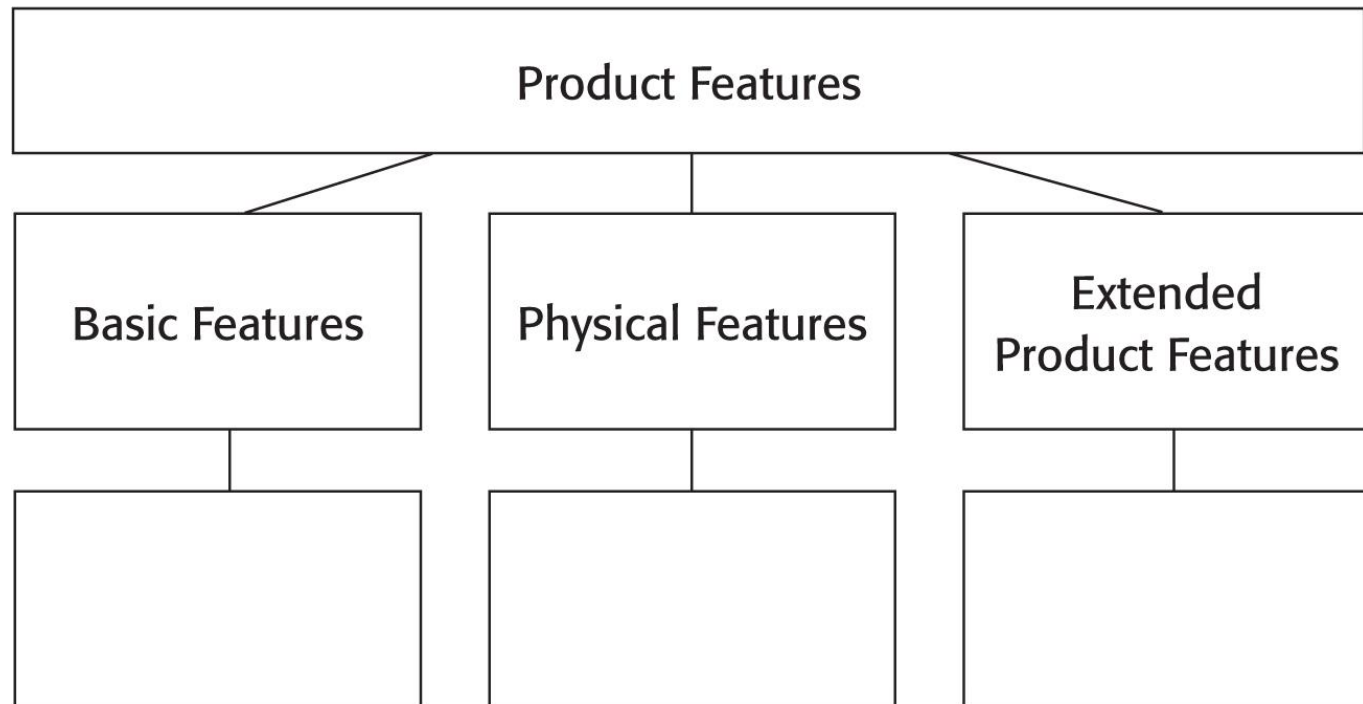
extended product feature

Intangible attribute related to the sale of a product that customers find important.

Feature-Benefit Selling

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Product Feature Examples

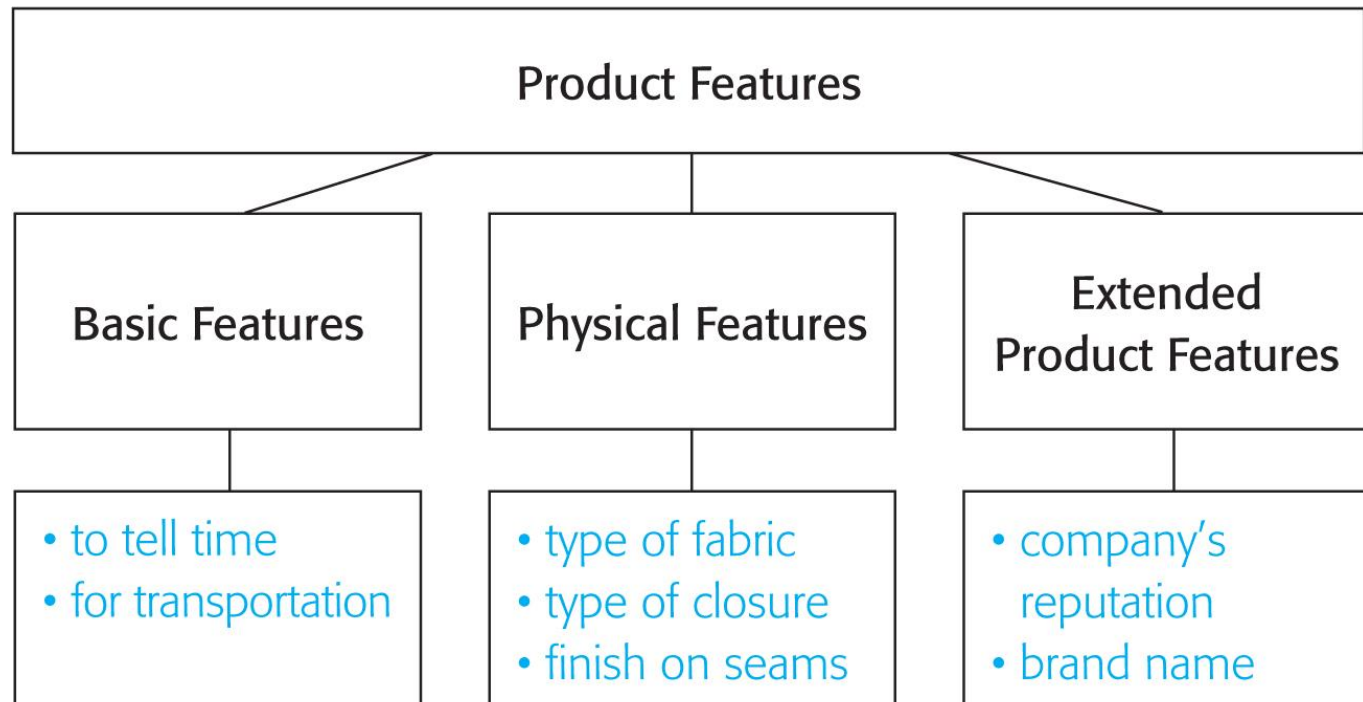


Preliminary Activities

Feature-Benefit Selling

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Product Feature Examples



Preliminary Activities

Feature-Benefit Selling

It is the salesperson's job to analyze a product and determine customer benefits.



customer benefit

Advantage or personal satisfaction a customer will get from a good or service.

Feature-Benefit Selling

A well-designed catalog will identify important selling points.



selling point

The function of a product feature and its benefit to a customer.

Feature-Benefit Selling

Customer Buying Motives

Rational Motives

Emotional Motives

Patronage Motives

Multiple Motives



buying motive

A reason a customer buys a product.



rational motive

A conscious, logical reason for a purchase.



emotional motive

A feeling expressed by a customer through association with a product.



patronage motive

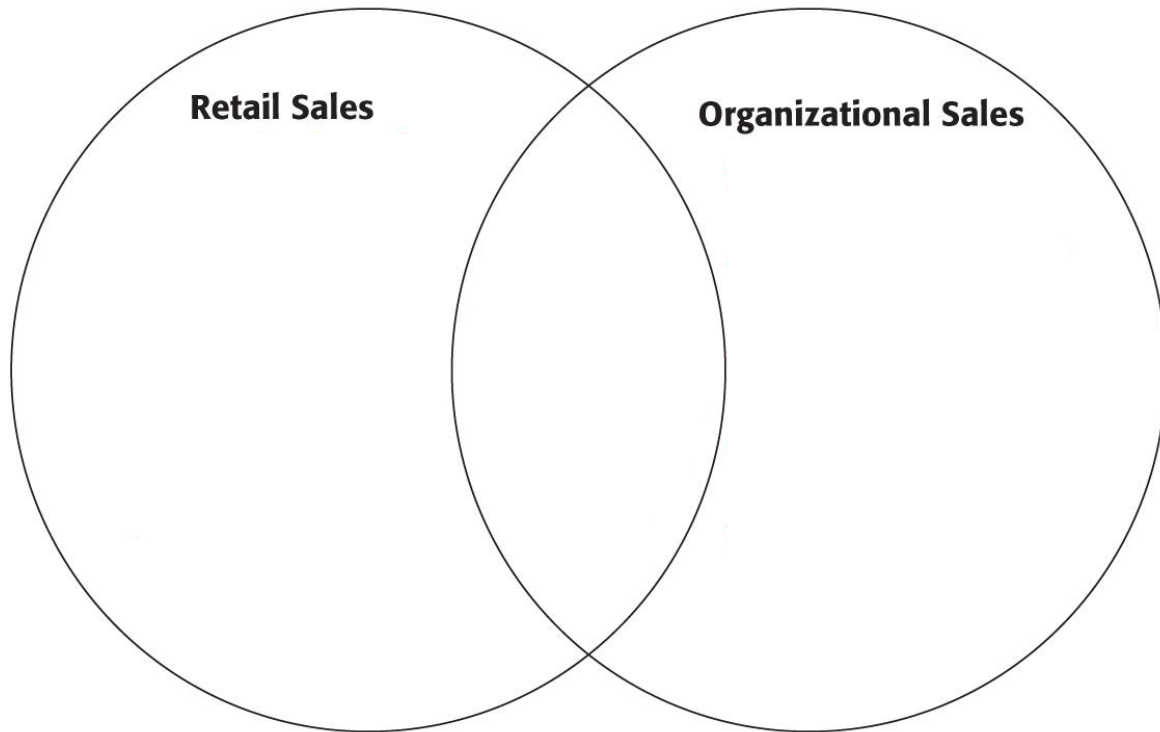
A reason for remaining a loyal customer of a company.

Preliminary Activities

Feature-Benefit Selling

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Fill in this diagram. The product is a car.

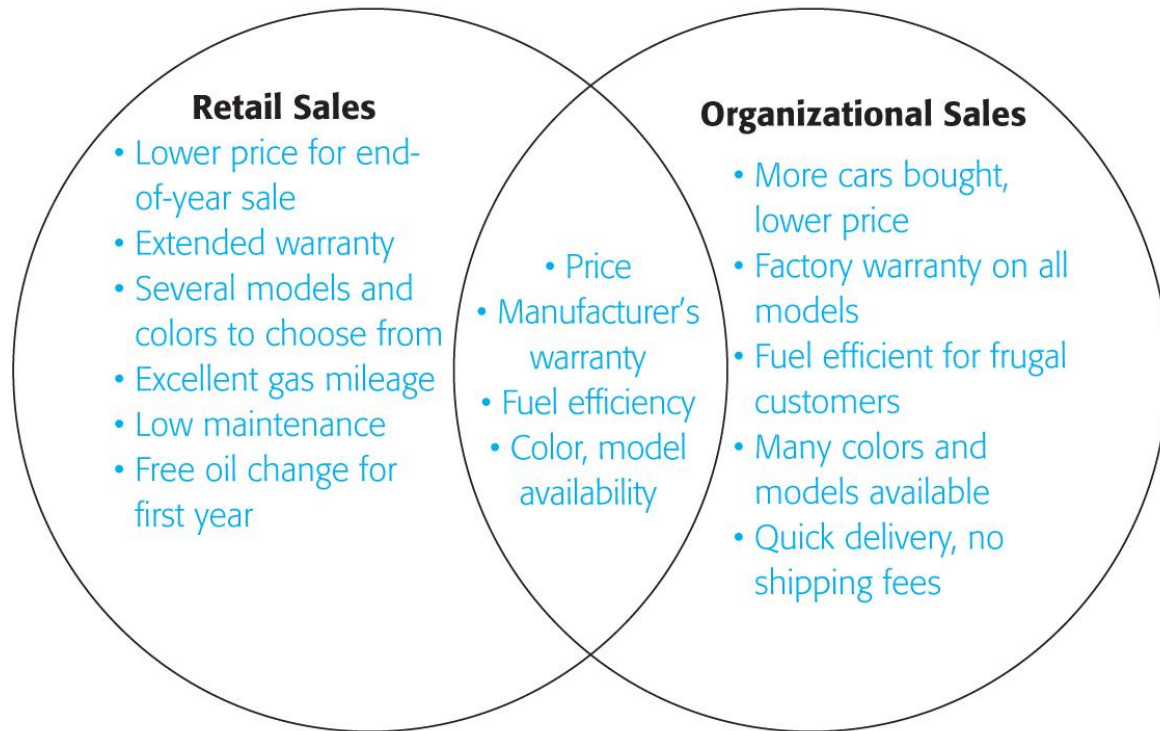


Preliminary Activities

Feature-Benefit Selling

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Fill in this diagram. The product is a car.



Feature-Benefit Selling

What is prospecting?

What is a prospect?



prospecting

Looking for new customers.



prospect

A sales lead; a potential customer.

Feature-Benefit Selling

Prospecting Techniques

Customer Referrals

Cold Canvassing

Employer Sales Leads

● endless-chain method



referral

A recommendation of another person who might buy the product being sold.



endless-chain method

When salespeople ask previous customers for names of potential customers.



cold canvassing

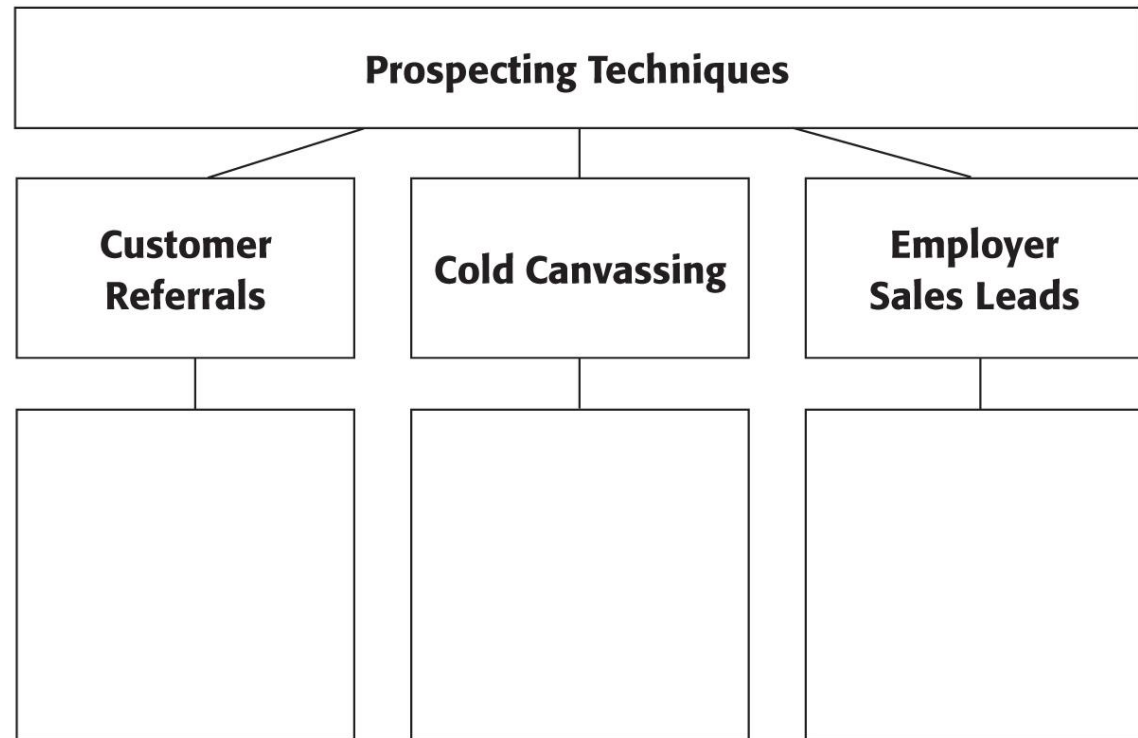
The process of locating as many potential customers as possible without checking leads beforehand.

Preliminary Activities

Feature-Benefit Selling

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Prospecting Techniques

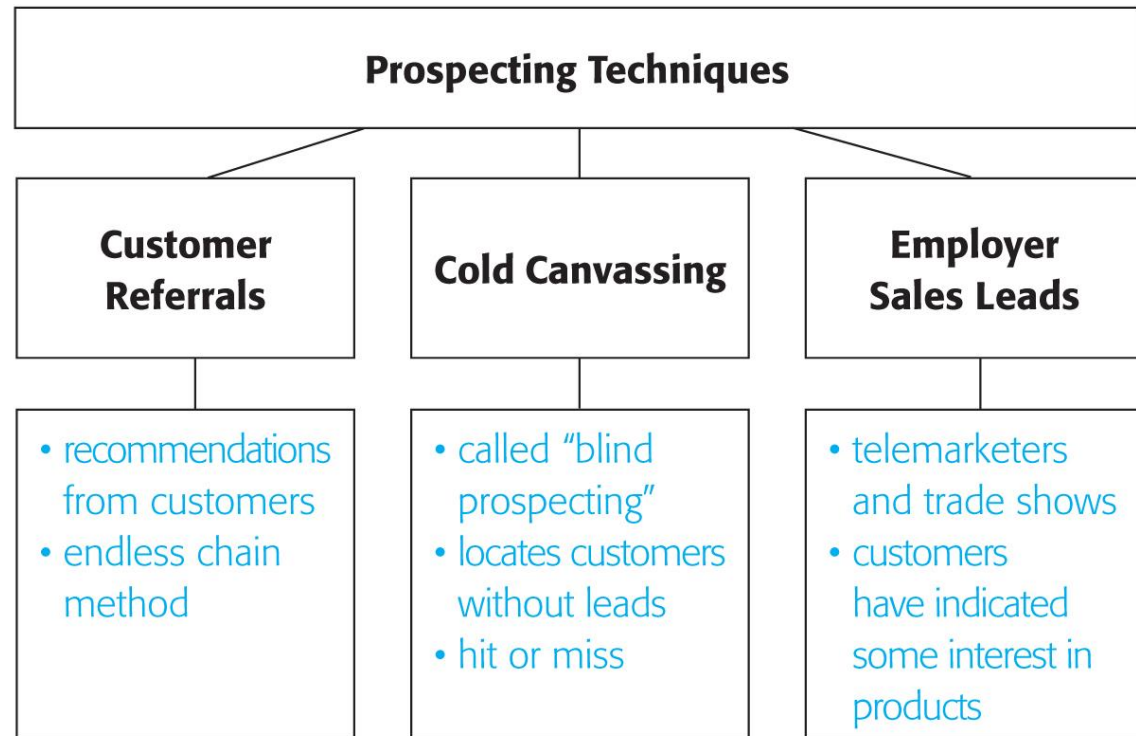


Preliminary Activities

Feature-Benefit Selling

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Prospecting Techniques



Preliminary Activities



After You Read

Section 13.1

1. **List** three things that salespeople do to get ready to sell.

To get ready to sell, salespeople must gather information about their products, industry trends, and the competition.

Preliminary Activities



After You Read

Section 13.1

2. **Explain** how a customer might use a combination of rational, emotional, and patronage buying motives when purchasing a hybrid automobile.

A sample explanation: rational motive—buying a hybrid automobile will help save on gas consumption and cost less money to operate; emotional motive—buying a hybrid automobile will help save the environment for my children and grandchildren; patronage motive—I've been very satisfied buying cars from this manufacturer for years; I expect their hybrid will be good quality.

Preliminary Activities



After You Read

Section 13.1

3. **Identify** three prospecting techniques.

Prospecting techniques include customer referrals, cold canvassing, and employer sales leads.

First Steps of a Sale



Before You Read

PREDICT Why is asking a customer “May I help you?” not an effective way to begin in a retail environment?

OBJECTIVES

- **Demonstrate** how to properly approach a customer to open a sale.
- **Differentiate** between organizational and retail approaches.
- **List** three retail approach methods.
- **Discuss** when and how to determine customer needs.

THE MAIN IDEA

The actual sales presentation begins when you approach customers to open the sale and determine their needs.

First Steps of a Sale

VOCABULARY

- greeting approach
- service approach
- merchandise approach
- nonverbal communication
- open-ended question

First Steps of a Sale

Graphic Organizer

Outline This Section's Content

I. The approach

A. Approach to organizational selling

- 1.
2.
 - a.
 - b.

B. Approach in retail selling

- 1.
- 2.

II. Determining needs

A.
B.

- 1.
- 2.
- 3.

First Steps of a Sale

Graphic Organizer

Outline This Section's Content

I. The approach

- A. Approach to organizational selling
 - 1. Arrive early
 - 2. Greet and engage customer
 - a. Engaging a current customer
 - b. Engaging a new customer
- B. Approach in retail selling
 - 1. Timing the retail approach
 - 2. Retail approach methods
 - a. Greeting approach
 - b. Service approach
 - c. Merchandise or theme approach

II. Determining needs

- A. When to determine needs
- B. How to determine needs
 - 1. Observing
 - 2. Listening
 - 3. Questioning

First Steps of a Sale

The Approach

The Effective Sales Opening

Treat customers as individuals.

Be aware of the customer's personality and buying style.

Show interest in customer with eye contact and friendliness.

Learn the customer's name.

Incorporate a theme in the approach.

Know that approaches differ in organizational selling and retail selling.

First Steps of a Sale

The Approach

Organizational Selling

Arrive early.

Be aware that first impressions count.

Be conversational to put the customer at ease.

Use information you gathered during prospecting.

**Explain how you can reduce costs, increase productivity,
or improve profits.**

First Steps of a Sale

The Approach

Retail Selling Approaches

Greeting Approach

Service Approach

Merchandise Approach



greeting approach

A retail approach method in which the salesperson welcomes the customer to the store.



service approach

A retail-selling method in which salespeople ask customers if they need assistance.



merchandise approach

A retail-sales method, also called the theme approach, in which the salesperson makes a comment or asks a question about a product in which the customer shows an interest.

First Steps of a Sale

The Approach

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Facts About the Three Retail Approaches

Greeting Approach

Service Approach

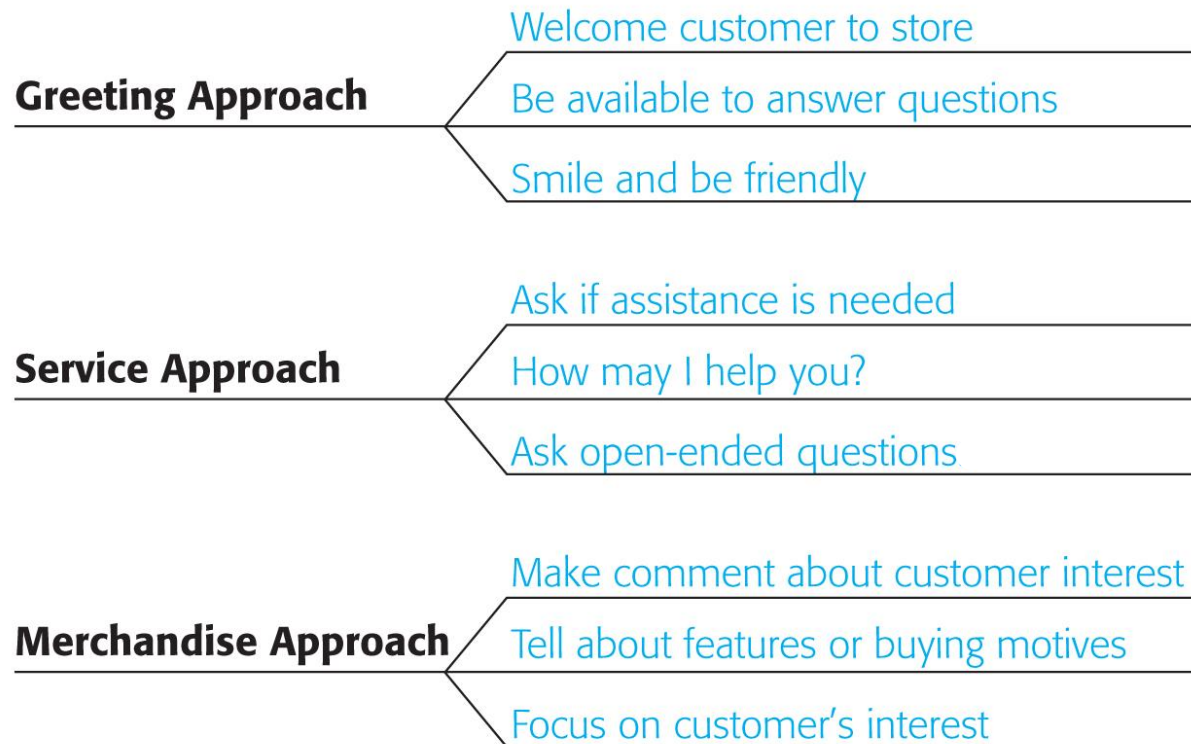
Merchandise Approach

First Steps of a Sale

The Approach

Graphic Organizer

Facts About the Three Retail Approaches



First Steps of a Sale

Determining Needs

A good salesperson can read nonverbal communication.



nonverbal communication

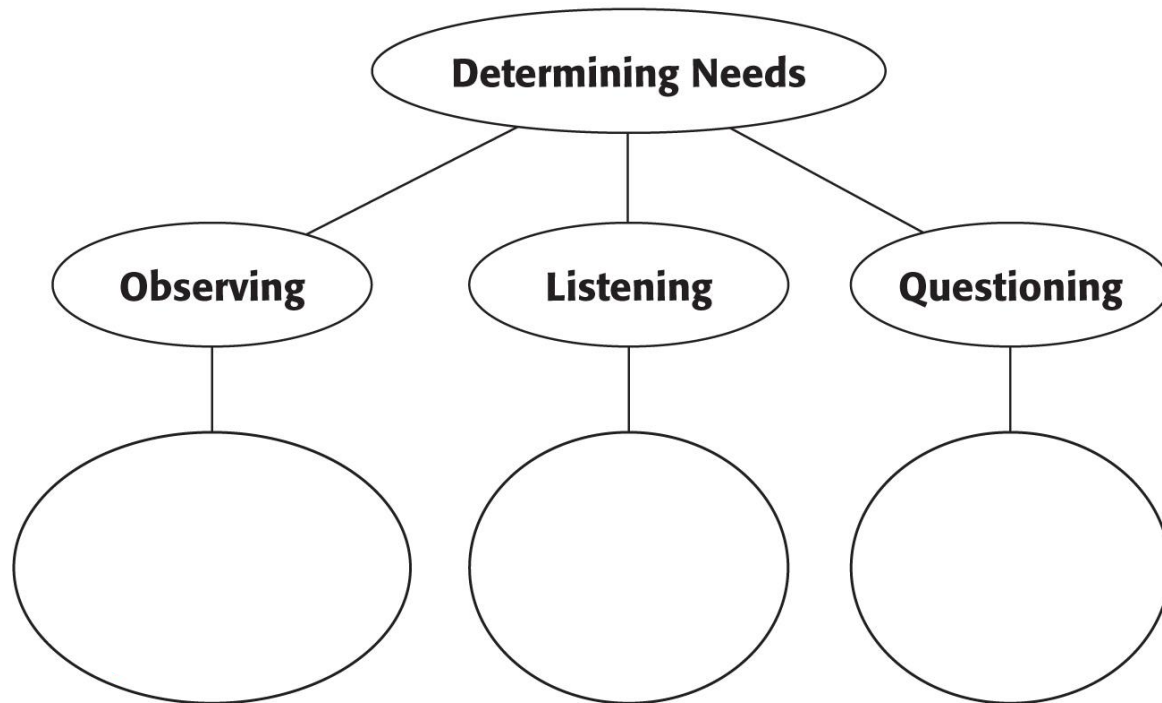
Expressing oneself without the use of words, such as with facial expressions, eye movement, and hand motions.

First Steps of a Sale

Determining Needs

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Facts About the Three Methods
of Determining Needs

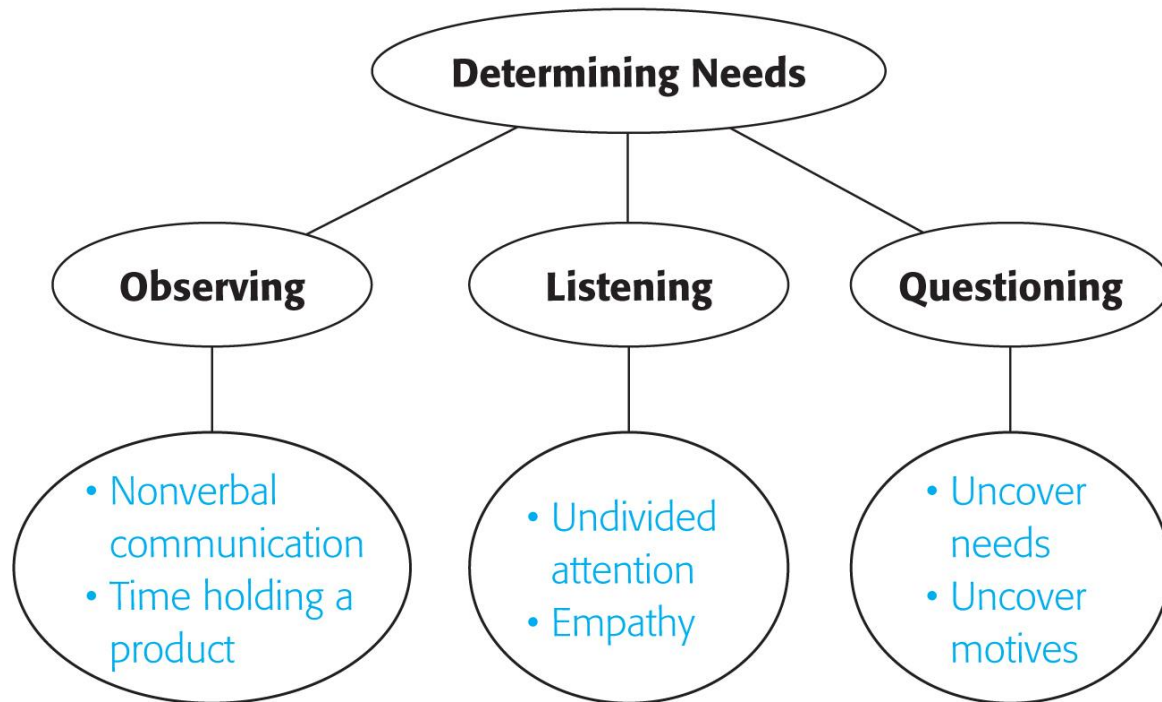


First Steps of a Sale

Determining Needs

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Facts About the Three Methods of Determining Needs



First Steps of a Sale

Determining Needs

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Questions to Ask and
Questions Not to Ask
When the Customer is
Shopping for a
Microwave Oven

	Do's	Don'ts
Open-ended questions		
Qualifying questions		
Number of questions		
Sensitive questions		

First Steps of a Sale

Determining Needs

Graphic Organizer

Questions to Ask and
Questions Not to Ask
When the Customer is
Shopping for a
Microwave Oven

	Do's	Don'ts
Open-ended questions	What do you dislike about the microwave you own?	Do you like the microwave you have now?
Qualifying questions	Am I correct in assuming that you would like a microwave very similar to the one you have now?	So, you want another microwave, right?
Number of questions	Tell me what features you would like your microwave to have.	What size microwave do you want? Do you want a carousel in the microwave? Should it have a browning rack? Is color important?
Sensitive questions	What functions on your current microwave do you use most often?	How much can you afford to pay for a new microwave?

First Steps of a Sale



After You Read

Section 13.2

1. **Discuss** the importance of knowing how to ask the right questions.

Asking the right questions gets the customer talking and allows the salesperson to zero in on the customer's needs and wants.

First Steps of a Sale

**After You Read****Section 13.2**

2. List three retail approach methods.

Retail approach methods include the greeting approach, the service approach, and the merchandise or theme approach.

First Steps of a Sale



After You Read

Section 13.2

3. **Identify** when salespeople should determine customers' needs.

In organizational sales, the needs should be determined when qualifying a prospect. In retail sales, the needs should be determined during or immediately after the approach.

Marketing Essentials



End of **Chapter 13**

**beginning the
sales process**

Section 13.1
Preliminary Activities

Section 13.2
First Steps of a Sale