



Getting Ready to Sell




Sources for developing product information

Prospecting sources and methods

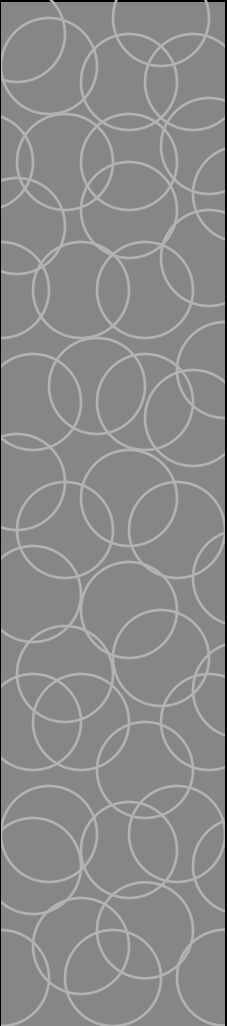
How leads are developed

Preparation for the sale in business-to-business selling and retail selling

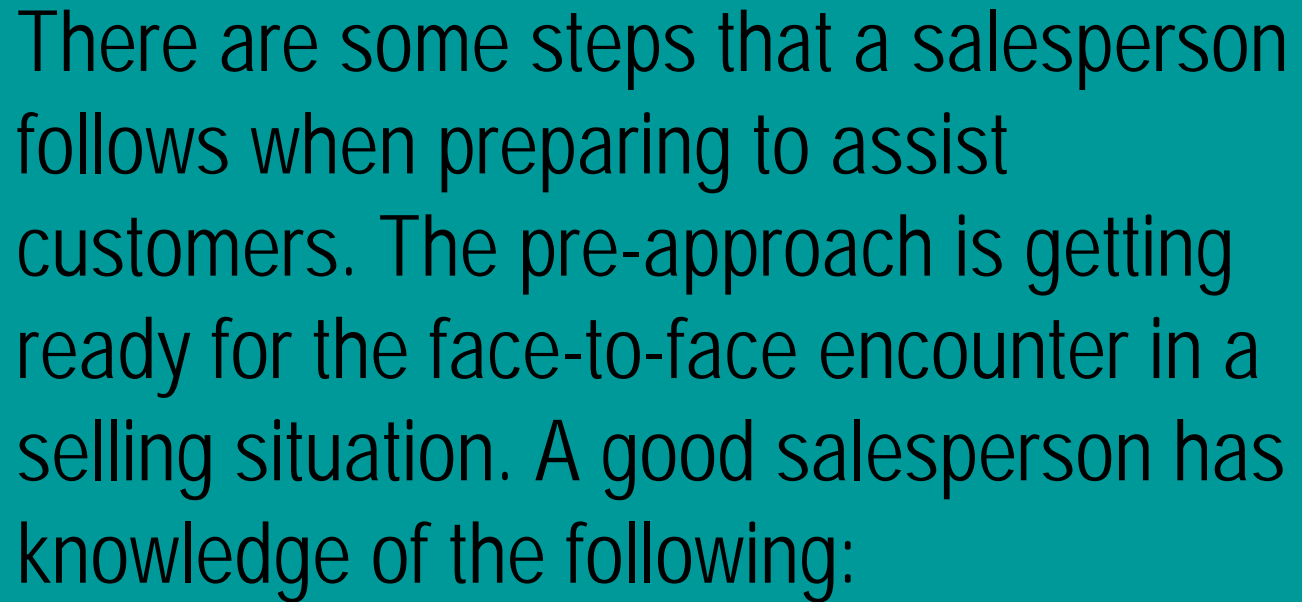




The Preapproach

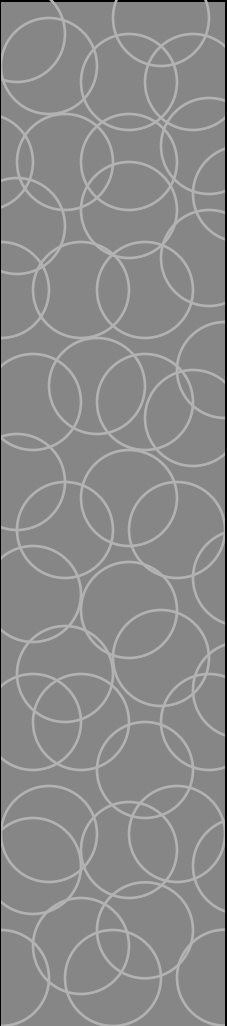



There are some steps that a salesperson follows when preparing to assist customers. The pre-approach is getting ready for the face-to-face encounter in a selling situation. A good salesperson has knowledge of the following:

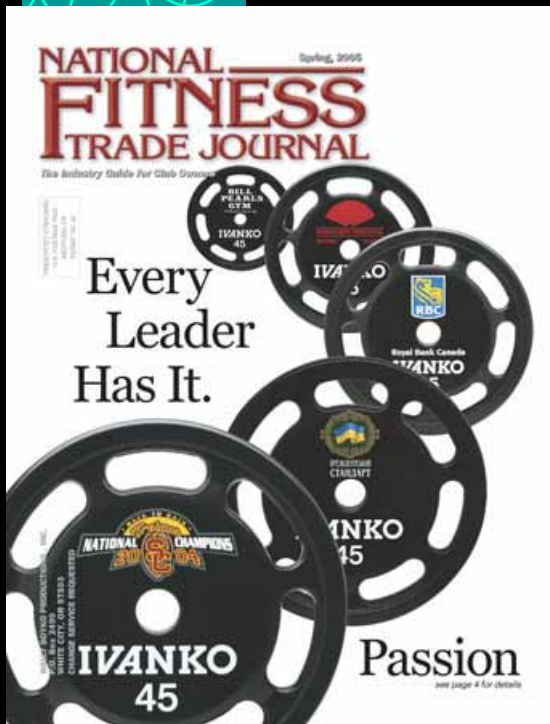




1. Product Information

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- ◆ Direct experience
 - ◆ Written publications
 - ◆ Other people
 - ◆ Formal training
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2. Industry Trends

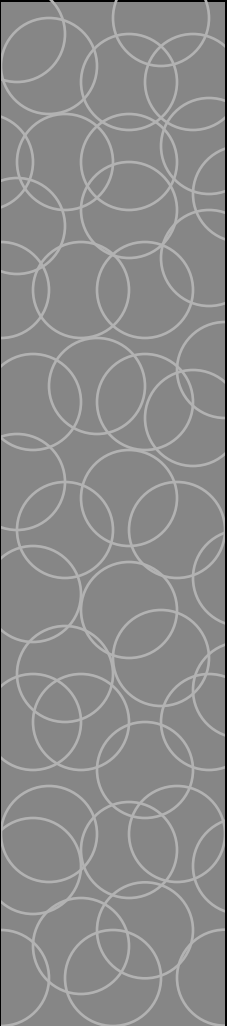



- ◆ Read related periodicals
- ◆ Trade journals
- ◆ Standard & Poor's – a publication that provides data on industry trends.

**STANDARD
& POOR'S**



3. Prospecting

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- ◆ A prospect, or a lead, is a potential customer
 - ◆ Prospecting is especially important in business-to-business selling situations.
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Sources and Methods of Prospecting

◆ Employer Leads

- Some firms employ entire telemarketing teams to generate leads
- Some rely entirely on their salespeople to find new customers



Sources and Methods of Prospecting

- ◆ Telephone directories
- ◆ Trade and professional directories



Thomas Register™



Sources and Methods of Prospecting



◆ Newspapers

- Birth announcements
- Reports of business mergers

◆ Commercial Lists

- Salespeople can buy lists of potential customers
- Email lists

Sources and Methods of Prospecting

◆ Customer Referrals

- The names of other people who might buy a product.
- Endless chain method – salespeople ask previous customers for names of potential customers.



VORHOF VIOLA H	VINE ST	CLS = 1	8- 185	
VON HADEN ALVIN J	417 HOBART ST	CLS = 1	13- 17	VUE NENG
VON HADEN LOUISE C	1587 MAIN ST	CLS = 1	12-1095	VUE PANG
VON KLEIN MAX A	1515 LEE ST	CLS = 1	11-1341	VUE THOM
VON SCHRADER FRITZ P	3918 DALE RD	CLS = 1	15-5144	VUE TOU
VONBARGEN HEIDI F	1152 W HAMILTON AV	CLS = 1	11-1752-11	VUE YIA
VONDERHEID JERYL	3668 OAKHILL PL	CLS = 1	8- 187	VYLSTE
VONHADEN ALVIN	421 HOBART ST	CLS = 1	6- 524	WACK
VONHADEN ROBERT L	908 PARK RIDGE DR	CLS = 1	11- 435	WAAR
VORASS TIMOTHY C	3118 ANDERSON DR	CLS = 1	15-3594	WACHC
VORCE GARY M - BECKY	4000 CLAY ST	CLS = 1	15-3599	WACH
VORCE GARY M - BECKY	4321 HARLESS RD	CLS = 1	12-1396	WAC
VORPAHL RICHARD R	2820 CONET CT	CLS = 1	1- 720	WA
VORPAHL THOMAS C	1115 PERSHING ST	CLS = 1	14- 139	U
VOSS EDWARD & DLGA	732 GILBERT ST	CLS = 1	15-2265	
VOSS GLENN E	3363 GERRARD AV	CLS = 1	14- 481	
	414	CLS = 1		

Sources and Methods of Prospecting

- ◆ Cold Canvassing – blind prospecting
 - Going door-to-door
 - Selecting names from the phone book at random



Preparing for the Sale in Business-to-Business Selling

- ◆ The preapproach activities vary depending on whether the sales call is with a previous customer or a new prospect
- ◆ Research to determine the customer's needs
- ◆ Set an appointment for a face-to-face meeting

Preparing for the Sale in Retail Selling

- ◆ Straighten and arrange stock
- ◆ Adjust price tickets
- ◆ Learn about stock and it's location
- ◆ Arrange displays
- ◆ Clean the floor, shelves, and selling area



Company Policies and Training



◆ Training

- Four-step method – explanation, demonstration, trial, critique

◆ Compensation and Sales Quotas

- Often compensated by commission (% of what is sold.)
- Sales quotas are dollar or unit sales goals set for the sales staff to achieve in a specified period of time.

◆ Legal and Ethical Issues

- No hard-sell tactics!
- Must fully disclose the facts.