

Name \_\_\_\_\_

Period \_\_\_\_\_

## Preparing for the Sale

**The Preapproach** -- There are some steps that a salesperson follows when preparing to assist customers. The \_\_\_\_\_ is \_\_\_\_\_ for the \_\_\_\_\_ encounter in a selling situation. A good salesperson has knowledge of the following:

### 1. Product Information

- ◆ Direct \_\_\_\_\_
- ◆ Written \_\_\_\_\_
- ◆ \_\_\_\_\_
- ◆ \_\_\_\_\_

### 2. Industry Trends

- ◆ Read related \_\_\_\_\_
- ◆ Trade \_\_\_\_\_
- ◆ \_\_\_\_\_ – a publication that provides data on industry trends.

### 3. Prospecting

A \_\_\_\_\_ is a potential customer

- ◆ Prospecting is especially important in \_\_\_\_\_ selling situations.

#### Sources and Methods of Prospecting

- ◆ A \_\_\_\_\_, is a potential customer
- ◆ Prospecting is especially important in \_\_\_\_\_ selling situations.

◆ \_\_\_\_\_

–Some firms employ entire \_\_\_\_\_ to generate leads

–Some \_\_\_\_\_ on their salespeople to find new customers

◆ Telephone \_\_\_\_\_

◆ \_\_\_\_\_ and professional directories

◆ \_\_\_\_\_

– \_\_\_\_\_ announcements

–Reports of \_\_\_\_\_

◆ \_\_\_\_\_

-Salespeople can \_\_\_\_\_ lists of potential customers

-\_\_\_\_\_ lists

◆Customer \_\_\_\_\_

-The names of other people who might buy a product.

-\_\_\_\_\_ – salespeople ask previous customers for names of potential customers.

◆\_\_\_\_\_ – blind prospecting

-Going \_\_\_\_\_

-Selecting names from the phone book at \_\_\_\_\_

### **Preparing for the Sale in Business-to-Business Selling**

◆The preapproach activities \_\_\_\_\_ depending on whether the sales call is with a previous customer or a \_\_\_\_\_

◆\_\_\_\_\_ to determine the customer's needs

◆Set an \_\_\_\_\_ for a face-to-face meeting

### **Preparing for the Sale in Retail Selling**

◆\_\_\_\_\_ and arrange stock

◆\_\_\_\_\_ price tickets

◆Learn about stock and it's \_\_\_\_\_

◆Arrange displays

◆\_\_\_\_\_ the floor, shelves, and selling area

### **Company Policies and Training**

◆Training

-Four-step method – \_\_\_\_\_

◆\_\_\_\_\_ and sales quotas

-Often compensated by \_\_\_\_\_ (% of what is sold.)

-Sales \_\_\_\_\_ are dollar or unit sales \_\_\_\_\_  
\_\_\_\_\_ in a specified period of time.

◆Legal and Ethical Issues

-No \_\_\_\_\_

-Must \_\_\_\_\_ the facts.

