

Name \_\_\_\_\_

Period \_\_\_\_\_

## Customer Satisfaction and Retention

### Effective Selling

- \_\_\_\_\_ a clientele is crucial for future sales
- The actual sale is just the beginning of a \_\_\_\_\_ with a customer
- To \_\_\_\_\_, it is important to make a good impression, get to know your customers, and \_\_\_\_\_.

### Suggestion Selling

- \_\_\_\_\_
- \_\_\_\_\_ customer with \_\_\_\_\_ items
- Sell items that will ultimately \_\_\_\_\_ the customer \_\_\_\_\_.

### Benefits of Suggestion Selling

- \_\_\_\_\_ – increases the sale – makes money & the \_\_\_\_\_.
- \_\_\_\_\_ – makes a purchase that they \_\_\_\_\_ anyway.
- \_\_\_\_\_ – increases your \_\_\_\_\_.

### Rules for Suggestion Selling

- Do suggestion selling \_\_\_\_\_ the customer \_\_\_\_\_ to buy, but before payment is made or the order written.
- Make your recommendation from the customer's \_\_\_\_\_ and give at least one reason for your suggestions.
- Make the suggestion \_\_\_\_\_ -- don't ask, \_\_\_\_\_  
Instead say, "This oil is recommended by the manufacturer."
- \_\_\_\_\_ you are suggesting – "This purse matches your shoes perfectly."

- Make the suggestion \_\_\_\_\_ – negative statements show a lack of enthusiasm and confidence.

### **Suggestion Selling Methods**

- \_\_\_\_\_
- (The \_\_\_\_\_ method to use)
- Recommending \_\_\_\_\_
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- Recommending \_\_\_\_\_
- Often referred to as \_\_\_\_\_
- Calling Attention to \_\_\_\_\_ – Inform your customer of the \_\_\_\_\_ merchandise.

### **Maintaining and Building a Clientele**

Making a sale is the \_\_\_\_\_ in maintaining and building a clientele.

### **After-Sales Activities**

- \_\_\_\_\_ – Work quickly, leave your business card
- \_\_\_\_\_ – before your customer leaves:
  - \_\_\_\_\_ the person of his or her wise choice
  - Remind customer of any \_\_\_\_\_
  - Always \_\_\_\_\_ your customer
  - Invite back into the store or permission to call

### **Order Fulfillment**

- Retail store -- fulfillment is a \_\_\_\_\_ of the customer paying for merchandise and carrying it away.
- \_\_\_\_\_, or telemarketing sales are more complicated. E-commerce success depends on having the right fulfillment strategies.
  - \_\_\_\_\_
  - \_\_\_\_\_ (credit card information)
  - Picking the right product

- \_\_\_\_\_ it well
- \_\_\_\_\_ according to the customer's preference

• **Follow-Up** – make arrangements to \_\_\_\_\_ made

- Check shipping & delivery \_\_\_\_\_
- \_\_\_\_\_ the customer to see if they are happy
- Send a \_\_\_\_\_ if appropriate

• **Customer Service**

- Some firms have customer service departments
- \_\_\_\_\_
- The main goal is customer \_\_\_\_\_

• **Keeping a Client File**

- Immediately after the sale \_\_\_\_\_ with a customer
- \_\_\_\_\_ on you conversation
- \_\_\_\_\_ such as color, style, and size

• **Evaluation** – sometimes a formal survey or the salesperson informally evaluates.

- What were the \_\_\_\_\_ ?
- What did you do wrong?
- How could you \_\_\_\_\_ ?
- What would you do \_\_\_\_\_ next time?
- What can you now do to \_\_\_\_\_ your relationship?

**Customer Relationship Management (CRM)**

- Involves \_\_\_\_\_
- \_\_\_\_\_ customer relationships
- Technology plays a role with customized software
- Maintain contact with sales accounts
- Maintain relationships
- Develop \_\_\_\_\_
- Offer customer \_\_\_\_\_