

Chapter 13 Notes

Initiating the Sale



LEARNING GOALS:

- I can understand the purpose of the approach step of the sales process.
- I can understand the purpose of determining customer needs and wants.

The 7 Steps of the Sale:

1. Approaching the Customer (greet customer face-to-face)
2. Determining Needs (learning what customer is looking for)
3. Presenting the Product (educating the customer on product's features/benefits)
4. Overcoming Objections (learning why customer is reluctant to buy; providing info.)
5. Closing the Sale (customer agrees to buy)
6. Suggesting Selling (suggest customer buy additional merchandise)
7. Relationship Building/Follow -up (helping customer feel he/she made a wise purchase)

APPROACHING THE CUSTOMER

- First face-to-face contact with the customer (it's critical since first few minutes can make or break a sale)
- 3 purposes of the Approach:
 - a. begin conversation
 - b. establish rapport
 - c. focus on needs & wants (merchandise)



Ways to put customer at ease during Approach:

- be courteous and respectful
- establish good eye contact
- be enthusiastic
- show a sincere interest in customer
- be friendly and genuine
- use the customer's name (if known)
- time the approach appropriately



Approach in Business-to-Business Sales

- set up appointment with customer
- arrive early
- introduce self; firm handshake, smile
- build rapport/relationship with the prospect
- for new customer: do research and choose your words carefully; talk about the business (Comment on something important to the customer such as: reducing costs, increasing productivity, improving profits, expanding business)
- Qualify the prospect : authority, time, money

Approach in Retail Sales

3 Methods:

1. Service Approach Method:

Salesperson asks the customer how they can be of assistance. Ex: “May I help you?”.

2. Greeting Approach Method:

Salesperson welcomes customer to the store. If know person, use his/her name and make small talk. This approach does not focus on the merchandise. “Hi, welcome to Meijer.”

3. Merchandise Approach Method:

Salesperson make a comment or asks questions about the product the customer is looking at (features/benefits). Usually is the most effective method.

Ex: “All our jeans are buy one, get one free today.”

DETERMINING NEEDS:

- Salesperson's job is to uncover customer's reasons for wanting to buy
- Salesperson must take a sincere interest in the customer



Three Methods or Techniques Used to Determine Needs

1. Observing

Do this through nonverbal communication (through body language such as: facial expressions, hand and eye motion, looking at and picking up product, etc.)



2. Listening

Important listening skills:

- Good eye contact
- Provide verbal and nonverbal feedback
- Give customer undivided attention
- Listen with empathy and open mind



3. Questioning

First ask **general questions** about the intended use of the product and customer's previous experience with it. Build questions around words like:

- Who
- What
- When
- Where
- How
- Why

- Next ask **specific questions** relating to the product's features



Do's and Don'ts of Questioning:

- DO ask **open ended questions** (answers are more than just yes or no) to encourage customers to do the talking
- DO ask clarifying questions to understand customer's needs
- DON'T ask too many questions in a row
- DON'T ask embarrassing questions